Promoting an Academic Library: Outreach Department at the University of Malta Library

Martin Lochman, MLIS
Introduction and structure

• University of Malta Library
• History of outreach activities at the Library
• Outreach Department
• Statistical data
• Some final words
University of Malta Library (1)

• One of two Academic Libraries in Malta
• Mission
• Caters for:
  – 11,500 students
  – 1,200 academics
  – support staff and public
• Structure:
  – Main library + 6 branch libraries
University of Malta Library (2)

- Vast array of services
- Structure:
  - 12(13) specialized departments
- Special collections
- Opening hours
History of outreach activities at the Library (1)

• 1950s–1960s
  – focus on the “how”
  – First attempts at marketing research
  – Library orientation + information brochures

• 1970s-1990s
  – building relationships with foreign libraries (LIBER)

• 1990s-2000
  – Liaison/outreach = one of the top priorities
  – faculty liaison officer’s scheme
History of outreach activities at the Library (2)

• 2000s-2012
  – Reference dep. – marketing of el. journal packages
  – Information literacy classes, database training & workshops
  – Branding & Marketing Committee
    • 2008; Fresher’s week, creating leaflets, bookmarks, roll ups
  – Outreach Librarian
    • 2010; “to bridge the gap between the students and the Library, to promote the Library’s numerous resources…”
Outreach Department (1)

• Created in 2012
• Three-man team
• Promoting the library services and providing assistance to users
• Holistic approach to marketing the Main Library and the branches
Outreach Department (2)

• Communication & Customer Care
  – Students, Researchers, Lecturers, Support Staff, Student organizations, NGOs
  – Phone, Email, Facebook

• Library website maintenance
  – Notices, updates, new sub-pages

• Social media
  – News and updates about Library activities
  – Daily posts

• Promotion and marketing
  – Databases e-mail marketing campaign
Outreach Department (3)

- Training workshops for students and academics
  - One-to-one vs. Group sessions
  - **Information literacy**
    - Aimed mainly at students at the Junior College
  - **HyDi**
    - Library search system that allows users access to all Library’s resources (printed and electronic)
  - **RefWorks**
    - an online bibliographic management platform
Outreach Department (4)

- Training workshops for academics/researchers
  - One-to-one vs. Group sessions
  - Collaboration with the Open Science Department
  - OAR@UM
    - A practical session on how to upload papers onto the UM’s Institutional Repository
  - Google Scholar User Profile
    - A practical session on how to set up and manage one’s GSUP
Outreach Department (5)

- Activities during annual events
  - Fresher’s Week
    - Promotional stand, competition for students
  - Discover university
    - Promotional stand
  - Open Access Week
    - Workshops and presentation for academics
    - Collaboration with the Open Science Department
Outreach Department (6)

• Workshops with foreign speakers
  – Collaboration with Conferences and Events Unit
  – Web of Science
  – Springer Nature
  – OpenAIRE
  – Emerald
  – IEEE
  – Reaxys
Outreach Department (7)

- Institutional Repository OAR@UM
  - Content management
    - Creating Communities, Sub-communities and Collections
    - Uploading items
    - Approving submissions
  - Communication and outward management
    - Registries – OpenDOAR, ROAR
    - OAI Service Providers – BASE, CORE, OpenAIRE
Outreach Department (8)

- Future goals and projects
  - New subscription emails
  - Academic package
  - Subject-oriented training workshops
  - Marketing of branch libraries
  - Library newsletter
## Statistics (1)

### Training workshops in 2017

<table>
<thead>
<tr>
<th>Session</th>
<th>Bookings</th>
<th>Actual Attendance</th>
<th>No of Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>HyDi (Website booking)</td>
<td>134</td>
<td>61</td>
<td>11</td>
</tr>
<tr>
<td>Refworks (Website booking)</td>
<td>155</td>
<td>101</td>
<td>12</td>
</tr>
<tr>
<td>HyDi + RefWorks (Lecturers' booking)</td>
<td>2430</td>
<td>1896</td>
<td>126</td>
</tr>
<tr>
<td>One–to–One Sessions</td>
<td>60</td>
<td>58</td>
<td>54</td>
</tr>
<tr>
<td>Library Tours</td>
<td>860</td>
<td>733</td>
<td>74</td>
</tr>
<tr>
<td>OAR@UM Sessions</td>
<td>31</td>
<td>24</td>
<td>6</td>
</tr>
<tr>
<td>Google Scholar Sessions</td>
<td>8</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>3678</strong></td>
<td><strong>2881</strong></td>
<td><strong>285</strong></td>
</tr>
</tbody>
</table>
Statistics (2)

- Sessions conducted in last 3 years (2015-2017)

<table>
<thead>
<tr>
<th>Session</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>HyDi (Website booking)</td>
<td>12</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>RefWorks (Website booking)</td>
<td>12</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>HyDi + RefWorks (Lecturers’ booking)</td>
<td>64</td>
<td>90</td>
<td>126</td>
</tr>
<tr>
<td>One-to-One Session</td>
<td>66</td>
<td>56</td>
<td>54</td>
</tr>
<tr>
<td>Library Tours</td>
<td>72</td>
<td>62</td>
<td>74</td>
</tr>
<tr>
<td>OAR@UM Sessions</td>
<td>11</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Google Scholar Sessions</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>237</strong></td>
<td><strong>237</strong></td>
<td><strong>285</strong></td>
</tr>
</tbody>
</table>
Statistics (3)

- Comparison of the last 3 years (2015 – 2017)
Some final words

• Marketing and customer care under one roof ➔ building solid brand recognition
• The importance of communication
• Areas to improve
  – More social media (Twitter, Instagram, LinkedIn)
  – Compatibility with mobile devices
  – Budget
Thank you for your attention!

martin.lochman@um.edu.mt