

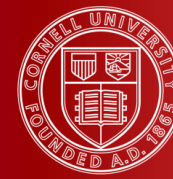
Cornell University  
The Johnson School  
Management Library

# Management Library Outreach Plan

presented by Elena MacGurn

October 13, 2009

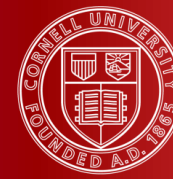




# Outreach strategy to accomplish 3 things:

- 1. Maximize** our limited resources
- 2. Prove our worth** to our key stakeholders
- 3. Focus**, i.e. avoid doing more with less



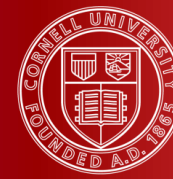


# What do we want our outreach to accomplish?

Started with our library's mission statement.

How does our outreach strategy support that goal?





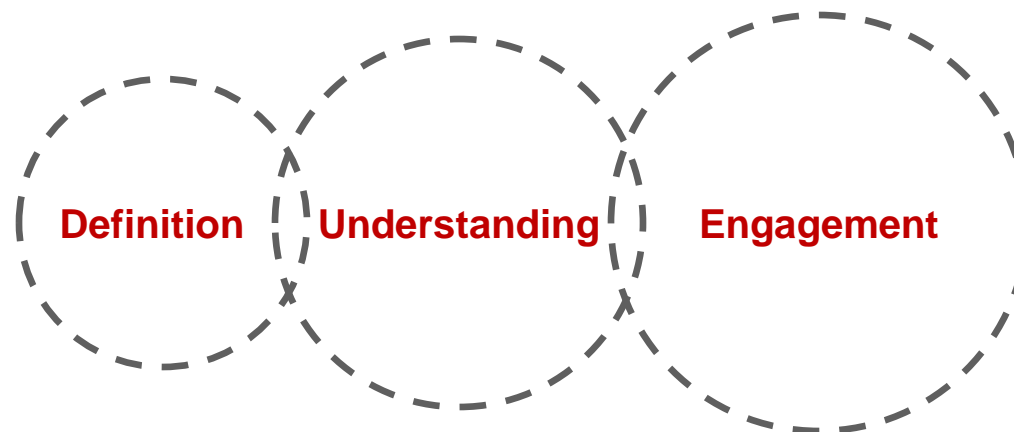
# Branding Premise & Promise

## Our Mission Statement:

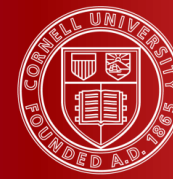
“To support the academic interests of the Johnson School students, staff, and faculty”

## Our Branding Promise:

“Proud to be your research partner”







# Who is our target audience?

## 1. Who are they?

- Students, Faculty, School Administration, CUL?

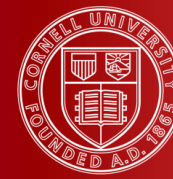
## 2. How do THEY measure our success?

- KPIs: success stories, real numbers, direct feedback?

## 3. What are we trying to convey to them?

- One key message for each group
- What is our brand's premise?





# SWOT Analysis

**Internal**

**Strengths**

**Weaknesses**

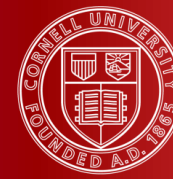
**+**

**Opportunities**

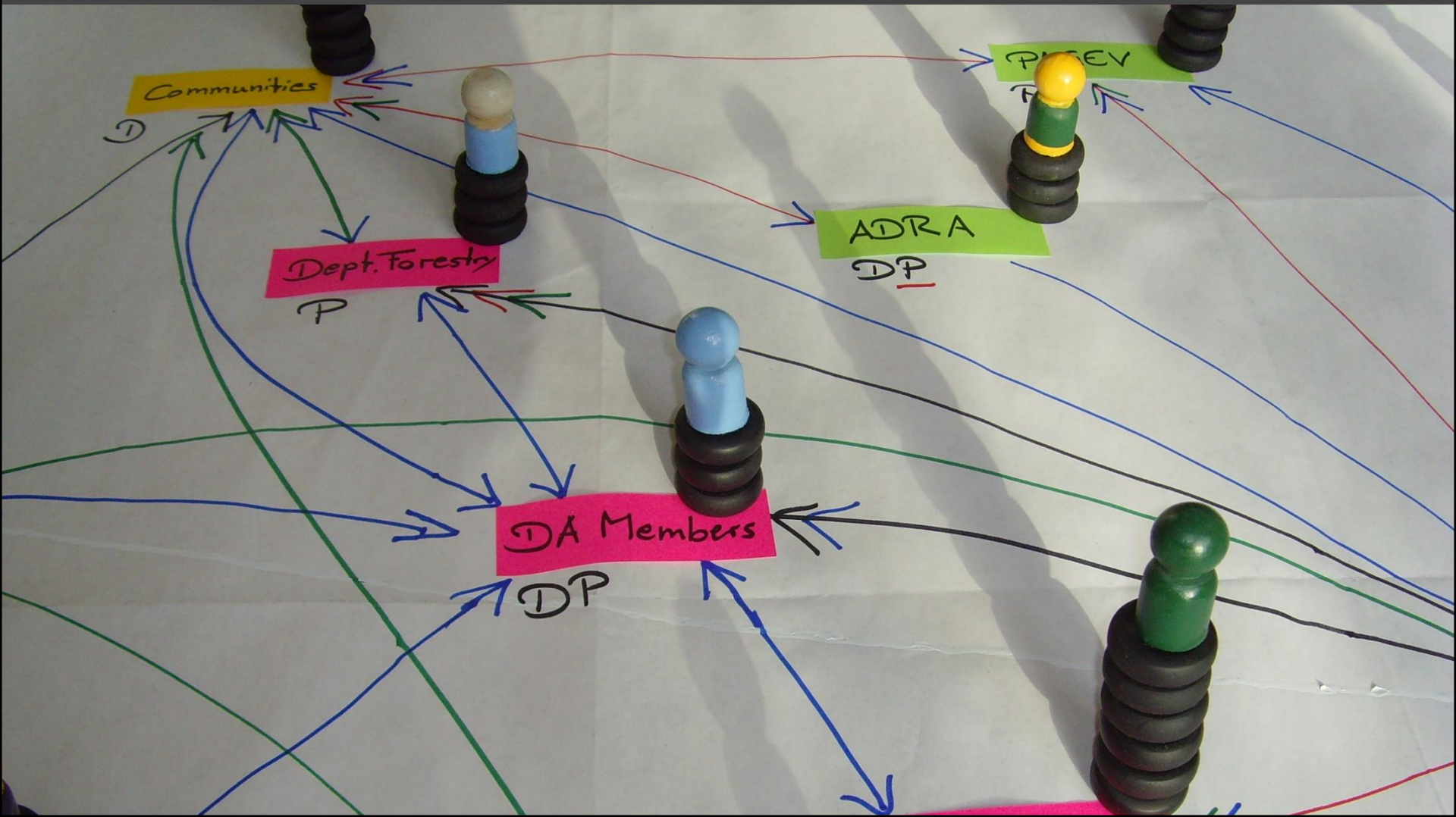
**Threats**

**-**

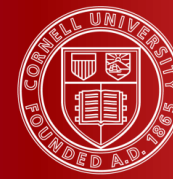
**External**



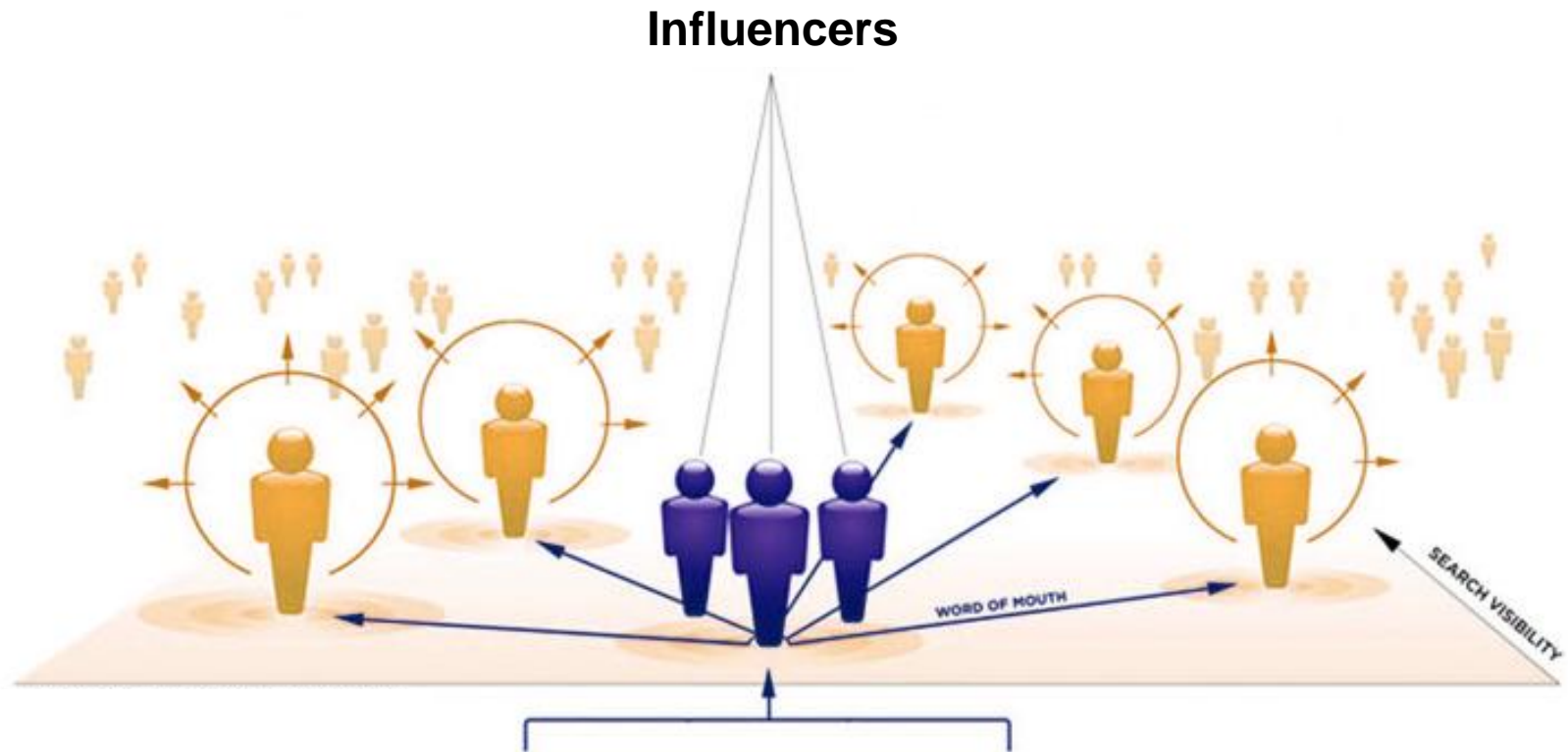
# Mapped information sharing





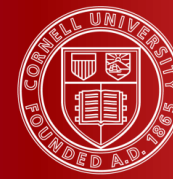


# Identified information "hubs" & influencers

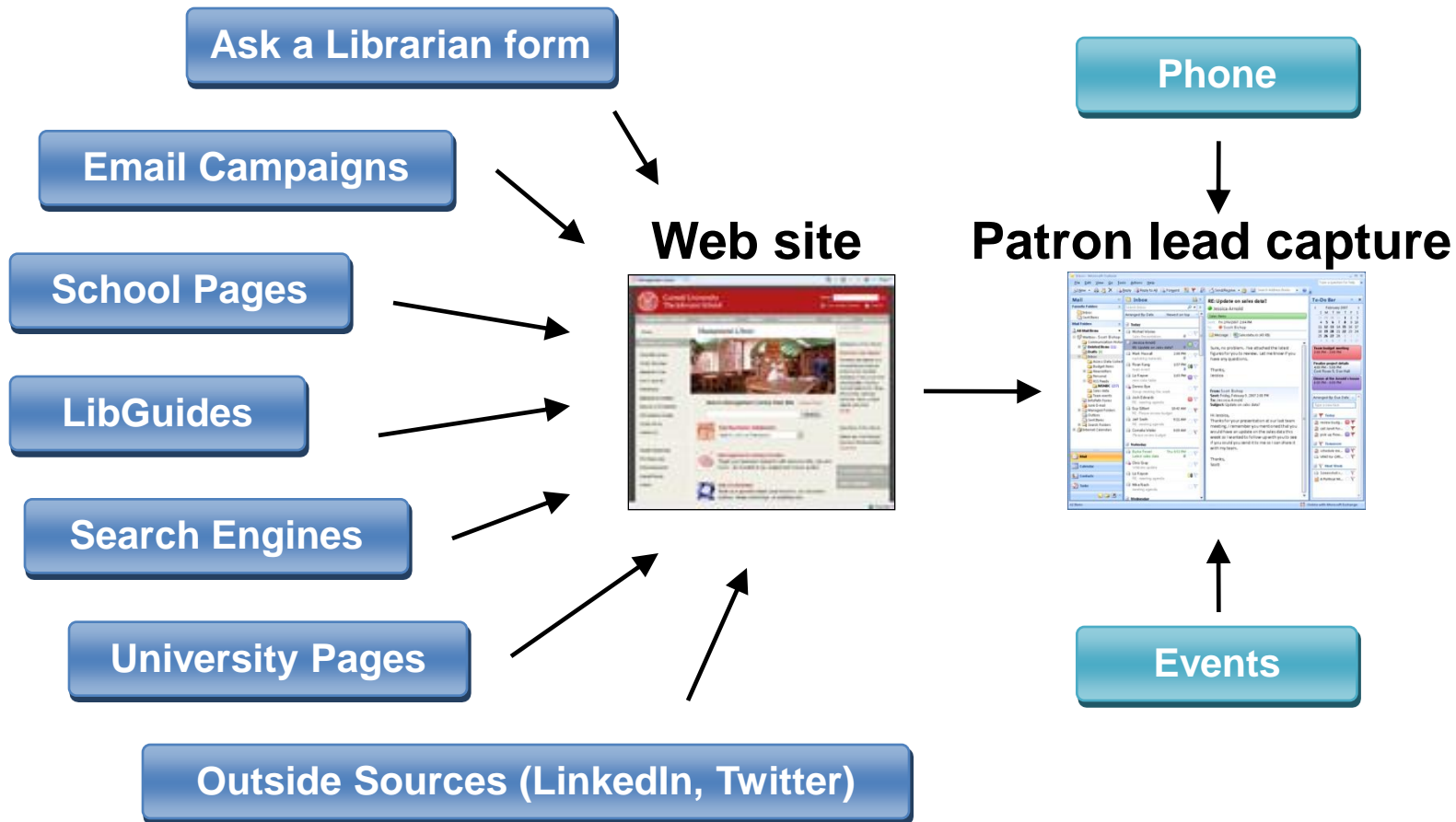


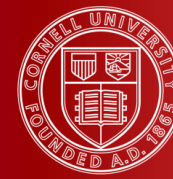
**Physical or virtual "hubs" attract and share information based on their knowledge, their expertise, and their communication skills.**





# Mapped out the pipeline



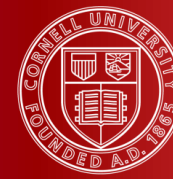


# TACTICS

1. Outreach **budget**
2. Outreach **schedule**
3. **Metrics** for assessing individual campaigns



Recurring vs. new campaigns  
Umbrella campaigns



# ACTION: focused on four key things:

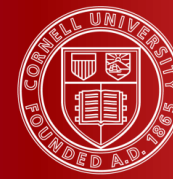
Credibility

Content

Frequency

Relevancy

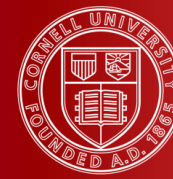




# Frequency

- Workaround: **Piggy-back** strategy
- Outreach = Being part of a **dialogue**





# Relevancy

**Q: How do we know if our content is relevant?**

**A: Outreach results**

**Example:**

Target audience: Students

What are we trying to convey to our students?

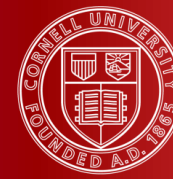
*We are your **research partner**, please come to us for help*

**Results:** Requested consultations up **171%** in 2009

Workshop attendance up **164%** in 2009

Increased traffic from **referring sites** & search engines

Decreased **bounce rate**



# Relevancy

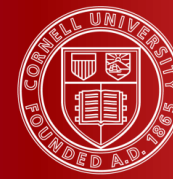
**Q: How do we know if our content is relevant?**

**A: Outreach results**

**Sample measures:**

- How's the raw Web site traffic being affected?
- Where are the visitors coming from?
- Are they converting?
- What feedback are you getting?



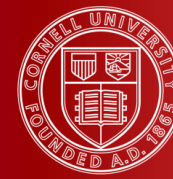


# Relevancy: Bounce Rate

Bounce Rate – percentage of initial visitors to a site who "bounce" away to a different site, rather than continue on to other pages within the same site.



| Site Usage                                               |                                                       | Goal Conversion                                                      |                                                            | Views: [Grid] [List] [Table]                               |             |  |
|----------------------------------------------------------|-------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------|------------------------------------------------------------|-------------|--|
| Visits<br><b>72</b><br>% of Site Total: 0.57%            | Pages/Visit<br><b>2.36</b><br>Site Avg: 1.79 (31.85%) | Avg. Time on Site<br><b>00:03:55</b><br>Site Avg: 00:01:38 (140.52%) | % New Visits<br><b>47.22%</b><br>Site Avg: 36.27% (30.21%) | Bounce Rate<br><b>47.22%</b><br>Site Avg: 69.80% (-32.34%) |             |  |
| Source/Medium                                            | Visits                                                | Pages/Visit                                                          | Avg. Time on Site                                          | % New Visits                                               | Bounce Rate |  |
| 1. <a href="#">guides.library.cornell.edu / referral</a> | 72                                                    | 2.36                                                                 | 00:03:55                                                   | 47.22%                                                     | 47.22%      |  |
| Filter Source/Medium: containing guides                  | Go                                                    | Go to: 1                                                             | Show rows: 10                                              | 1 - 1 of 1                                                 |             |  |

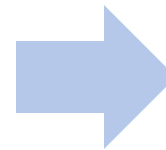


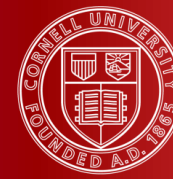
# Relevancy: Reduced bounce rate

## Calls to Action



## Landing Pages





# Example 2: Marketing a workshop



Workshop attendance  
up 300%

9 follow-up reference  
questions

Patron request to make  
this workshop into a  
Webinar

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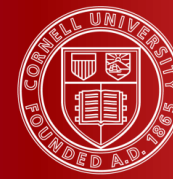


**Writing a business plan? This 1-hr workshop at the Johnson School will help you find industry trends, identify competitors, and assess your customer market.**

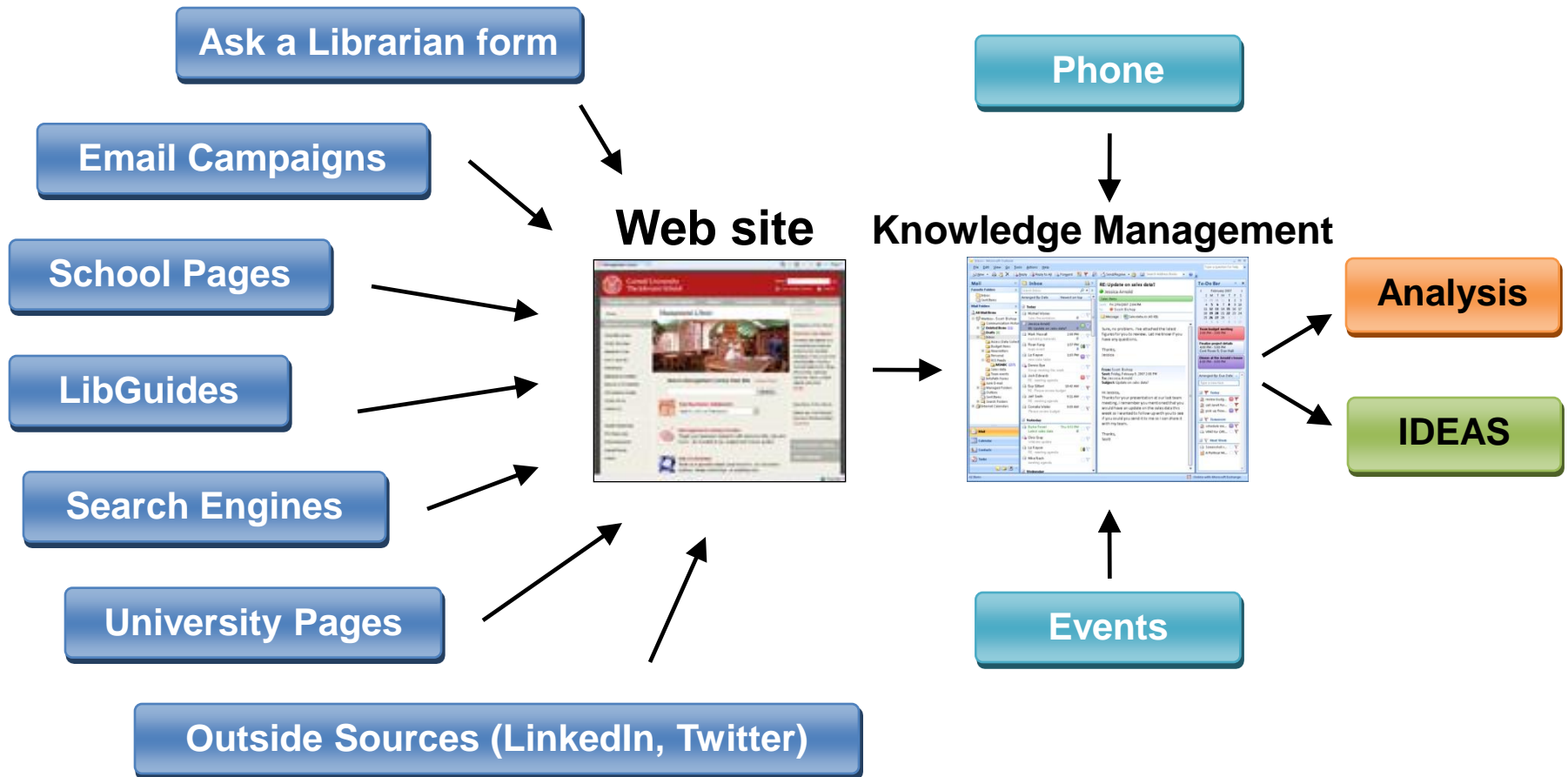
By Elena MacGurn 6 days ago

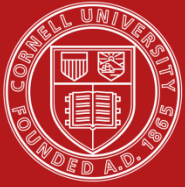
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# Analyzing Program ROI





Cornell University  
The Johnson School  
Management Library

**Thank You!**

