



**Statewide Marketing and Communications Plan**

**NOVELNY: New York Online Virtual Electronic Library**

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November 22, 2006

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In December 2005, the New York State Library contracted with The Ivy Group to design and implement an intensified NOVELNY statewide marketing campaign.

### **Goals and Objectives**

- Increase usage, support, and visibility for NOVELNY by multiple audiences in multiple localities and within multiple organizations across the State of New York;
- Generate future sustained funding by building brand recognition and a broad understanding of the benefits of NOVELNY;
- Promote the value of public library cards and the professional skills of librarians;
- Leverage the power of information services to raise the profiles of libraries with population segments traditionally disinclined to use the library while encouraging exploration of library online resources by loyal library customers;
- Generate favorable exposure for the New York State Library with libraries across the state by positioning NOVELNY as a value-added benefit;
- Capitalize on the NOVELNY branding and marketing program to develop new partnerships and strengthen collaboration with other state agencies;
- Make library staff across New York the best ambassadors for NOVELNY;
- Develop a template for marketing electronic databases that can be a model for libraries across the state.

### **Campaign Planning**

Representatives of the New York State Library and The Ivy Group have held a series of face-to-face and telephone conferences; in addition, following completion of the Himmel and Wilson NOVELNY LSTA Grant Evaluation interviews, The Ivy Group will conduct in-depth telephone interviews with librarians (not those interviewed by Himmel and Wilson), representatives of the media, and other government agencies in order to gather information that will inform the plan. Additionally, The Ivy Group will review the results of the NOVELNY LSTA Grant Evaluation for information that will guide key decisions, such as media placement and selection.

After approval by the State Library, the plan will be presented to librarians at the Fall NYLA Conference; the mass media campaign will be launched in January 2007. A statewide post-campaign CATI survey will be conducted at the end of the three-year campaign with randomly selected residents of New York State to determine the impact of the marketing initiative among the general consumer audience. Once the marketing plan is finalized and approved, benchmarks for determining the success of specific marketing initiatives in the marketing plan will also be established in consultation with the New York State Library.

## Research Overview

The following research resources inform the communications plan:

- University of the State of New York, New York State Library, Division of Library Development. *Library Services in the New Century*
- Pew Charitable Trust *Report on Internet and American Life*
- Himmel and Wilson NOVEL LSTA Grant Evaluation research
- Connecticut State Library. iCONN Market Survey. *Measuring Current Awareness, Usages and Interest 2005*
- EBSCO Publishing. *Customized Usage Analysis for New York State Library (NOVELNY)*
- Thomson-Gale. NOVEL (New York Electronic Library) 2006 Annual Report.

## Situation Analysis

NOVELNY is the online collection of e-journals, full-text magazine and newspaper articles, electronic books, and encyclopedias that is available to New York State residents 24/7 at their local public library or from the convenience of their home, school or office. Currently, 5,000 libraries are actively using NOVELNY databases. Of total searches, 60% are currently from colleges and universities with only 13% from New York's 1,100 public libraries. Plans are underway to expand the resources available through NOVELNY and to make them even more useful to future users.

In June 2005, The New York State Library announced that NOVELNY databases would be accessible 24/7 through any Internet connection. Any New Yorker can now log in with a valid New York driver license number, a valid New York non-driver photo ID identification number, or his/her public library card.

Despite the efforts of The New York State Library and the marketing initiatives of individual libraries and library systems, New York librarians have experienced frustrations similar to those of their colleagues in other states. Awareness and use of online databases has been disappointing. Librarians have cause for concern that limited use coupled with the high licensing fees will make it difficult to move forward with developing this invaluable resource.

In January 2006, The New York State Library inaugurated The New York State Library Federated Search Portal Pilot Project. The original specifications required WebFeat to set up two "instances": one for the New York State Library (open to registered borrowers of the State Library) and one for NOVELNY (open to anyone with a New York State driver's license ID or non-driver photo). The results of the pilot evaluation indicate that the pilot project should be expanded to include databases that libraries subscribe to locally as well as the basic NOVELNY project. Phase 2 was developed to address this need, and will be pilot tested with four libraries in the fall of 2006 through the spring of 2007.

## Barriers to Access and Use

Research conducted both in New York State and in other states with products similar to NOVELNY has identified several impediments to greater use of online databases. These include:

- General public, educators, and current library customers do not understand the benefits of accessing information from online databases;
- There is a general inability to differentiate research-based and peer-reviewed information found in library databases from the information found randomly surfing the web;
- When databases are promoted, multiple databases on a subject area are often not grouped so that they will appeal to a defined target audience;
- There has been a chronic shortage of funds to support marketing initiatives which has made it difficult for NOVELNY to compete with well-heeled commercial search engines;
- Strategic planning and marketing efforts to date have been fragmented and inconsistent;
- Because a federated searching mechanism is not available to every NOVELNY user, many become frustrated because database searching is not quick or easy;
- Library staff in many libraries are uncomfortable using and recommending databases, and training efforts are often inconsistent;
- The NOVELNY website is not easy to navigate and does not stand up to its chief competitor—Google - which is attractive and well-designed;
- Database vendors complicate the situation by establishing daunting access and authentication requirements and by not considering the needs or preferences of users and potential users;
- The fact that future funding for NOVELNY is uncertain may undermine the commitment of librarians to the NOVELNY product and motivate the development and branding of individual library and library system resources;
- While any tax-funded initiative can suffer from a funding cut, that prospect poses a problem for librarians who are being encouraged to guide their customers to use NOVELNY.

### **OCLC Study Provides Clear Direction**

The 2003 study “Perceptions of Libraries and Information Resources” conducted by the Online Computer Library Company (OCLC) solicited responses from 3,300 online information consumers, revealing that:

- 84% of all individuals looking for information online begin with a search engine;
- 72% indicate that they use search engines such as Google;
- Only 1% of the consumer respondents and 2% of college student respondents begin a search by going to a library web site;
- 84% of all respondents have never used an online database;
- 70% of the survey participants have never used a library web site;
- 39% of active information seekers find out about new electronic resources through advertising and promotions;
- Only 15% obtain information about these resources from a library website.

This study clearly indicates:

- Search engine behavior is entrenched; the marketing program can leverage these behaviors to steer users to NOVELNY;
- Targeted advertising of new electronic resources can be effective;
- A campaign must begin with the understanding that the general public is not well-educated about databases;
- The public does not associate libraries with online research;
- Generally speaking, library websites are currently not effective marketing mechanisms;
- Regardless of how NOVELNY is marketed across the state, individual libraries must also market their online resources more proactively, especially via their websites.

## Ten Issues: Ten Strategies

### 1. Googlization of the Marketplace

Jerry Yang, Yahoo's co-founder, contrasts the experiences of the earliest days of search engines when people were delighted to stumble across the information they sought with today's more presumptive attitudes that the information is available, but finding it easily is only a matter of technologists cutting down the number of keystrokes. (*The World is Flat: A Brief History of the Twenty-First Century*, Thomas L. Friedman)

Consumers expect the same ease of access and use with library databases as they currently experience with commercial search engines. Indeed, technology has advanced beyond active and interactive search to personalization and customization based on the user's search history and actual geography according to IP address. NOVELNY cannot in any way compete with the monolithic market forces of the large commercial search engines; however, these portals offer significant opportunities to steer prospects to NOVELNY.

These issues of access, searchability, and authentication are being evaluated by libraries and other organizations nationally. We would anticipate monitoring those discussions to learn how lessons learned elsewhere might apply to New York State.

#### Strategies:

- Explore potential partnerships with Google and other search engines and/or vendors to drive information-seekers to NOVELNY and to simplify authentication.

## 2. The State Library's NOVELNY Website Development

By and large, the websites of all but the largest, best funded public libraries—not only in New York, but across the nation—have not advanced in step with the rest of the e-world. In addition, it is the rare library that has applied any search engine technology or e-marketing to the promotion of a library's website or online resources.

Concurrently, commercial search engines have expanded their service offerings with more targeted search capabilities so that initiatives such as Google Scholar as well as Google's foray into online publishing and archiving trespass on territory that have been the mainstay of libraries.

NOVELNY's site ([www.nysl.nysed.gov/library/novel/database](http://www.nysl.nysed.gov/library/novel/database)), although created primarily for librarians, can be reconfigured to be more user-friendly and usable by not only professionals but also consumers. A streamlined NOVELNY website is a critical component of a successful campaign: a new look, sparkling creative, dynamic colors, compelling graphics, flawless navigation, and ready access to all the promotional and informational tools intermediary and direct audiences need to understand, use, and promote NOVELNY.

### Strategies:

- Create an attractive, compelling, comprehensive website that sets the standard for ease of access, navigability, and brand development. Integrate RSS feeds and other value-adds to the main page.
- Integrate a "marketing toolkit" and pressroom.
- Reserve more market-friendly URLs (e.g. [newyorkknows.org](http://newyorkknows.org)).

### 3. Multiple Levels of Quality

Marketing communications must take into account the following access issues:

- Some New York libraries have only the twelve NOVELNY databases while other larger and better-funded libraries supplement the core database product with subscriptions to additional databases;
- All reference librarians are not created equal! Some are extremely proficient in database searching while others are insecure using the databases and avoid recommending them to library users;
- Some libraries have resources to market databases on their own, while others have neither staff nor resources for marketing and PR;
- The ease of accessing the NOVELNY databases can vary depending on the sophistication and navigability of local library websites;
- Ready access to marketing tools will narrow the funding gap between well-to-do libraries and those with fewer financial resources.

#### Strategy:

- Create an online toolkit that offers all New York librarians and other “intermediary marketers” a marketing program for NOVELNY.

#### **4. Tying NOVELNY to Driver's License Registration**

Logic would suggest that anything that can be done to make these databases more widely used and successfully promoted is sound business practice. Even though the statistics would indicate that the driver license campaign and its associated PR boosted usage, librarians in the field cannot help but feel bypassed by a strategy that does not link NOVELNY directly to local library services.

Nevertheless, this initiative is underway; the DMV has indicated it would be a willing promotional partner; and, despite its detractors, the program shows promise.

##### Strategies:

- To gain more local library “buy in”, all marketing messages that target DMV license renewals also promote library card registration and the benefits of local library use in addition to NOVELNY;
- Include in all driver license renewal mailings as well as those that go to young adults who are applying for driver permits an insert providing information about NOVELNY, library card registration, and benefits of using a local library. Also include with driver permits to young adults.

## 5. Product Name

While the NOVELNY product name (New York Online Virtual Electronic Library) can be readily understood by those inside the library “family”, it suggests to the general public a specific literary genre.

### Strategy:

- In all marketing communications, restate the name (“New York Online Virtual Electronic Library”) and add a tagline (e.g. “Putting New Yorkers in the Know”, “NOVELNY Drives Good Grades”, “NOVELNY Drives Prosperity”, “NOVELNY Puts You in the Information Driver’s Seat”). These positioning statements eliminate the confusion created by the product name and convey a ready understanding of what NOVELNY is all about (e.g. “a commercial-free online channel to accurate, relevant information”) and benefits statements (“Save time by retrieving only the information you need, when you need it”).

## 6. Library Jargon

Four issues impede the layman's understanding of online library resources:

1. There is a tendency in the library world to market database products by defining them with traditional library terminology (materials, resources, citations, full-text, abstracts, etc.) rather than marketing the benefits that customers will experience when they use the product.
2. The product designation "databases" is not immediately understood and, in fact, suggests to some potential users that it is a source of statistical tables.
3. There is an overdependence on respected brand names such as EBSCO, Wilson, Gale, etc.—brands that are not, however, well-known outside the library environment.
4. Names given to individual databases within the vendor brand name are often not descriptive or easily understood.

### Strategies:

- Integrate results of professional research that has been recently conducted on library nomenclature into all NOVELNY marketing communications materials;
- Eliminate words that confuse customers, formulate messages that stress product benefits, and use real-life examples of how NOVELNY is used in situations that will resonate with individuals hearing about NOVELNY for the first time.

## 7. **Supporting Local Librarians and Other “Market Intermediaries”**

Research indicates that individuals who have library cards are far more likely to access public library services than individuals who do not. In addition, librarians would embrace any efforts by the state to push card registration. Generating demand for product via “pull through” (“Ask your local librarian for more information about NOVELNY.”) is a well-established consumer strategy that builds a “buzz” about the campaign, bolsters support among librarians for this state initiative, encourages library use, and ultimately increases NOVELNY use.

### Strategies:

- Integrate “@ your library” and card registration messages into all marketing communications;
- Include in the NOVELNY toolkit in-library promotional materials so that libraries may be able to market NOVELNY to their current customers.

## **8. Public Relations Support**

The success of the AP wire story in the spring of 2006 in driving NOVELNY use is evidence of the power of earned media. Well-orchestrated public relations initiatives will leverage the resources committed to the NOVELNY marketing campaign. Timing, content, and delivery of information to media outlets must be keyed at all times to other aspects of the marketing program.

### Strategies:

- Public relations activities will be used to support all campaign initiatives. Stories will highlight how real people use NOVELNY to get information that is important in their lives and will focus on databases that are of the greatest interest to the most people;
- Include in the toolkit information that will help local libraries use public relations to promote NOVELNY in their communities;
- Consider the possibility of identifying individuals who might be spokespersons for NOVELNY.

## 9. Branding

Powerful branding will enable NOVELNY to stand up to its powerful search engine competitors. The configuration and graphics quality of the current logo, color palette, and graphics treatment are inappropriate for a large media and web campaign.

### Strategies:

- Upgrade graphics standards; standardize all publications; create distinctive brand elements;
- Build positioning through repetition of key statements, such as:
  - “Have you heard there’s a great free source of answers to all your health (or business or ...etc.) questions?”
  - “Wow! That’s NOVELNY!”
- All marketing communications will emphasize key messages, summarized as NOVELNY’s “Brand Promise”:
  - Answers to your questions when you need them;
  - An all-ages product;
  - Commercial-free;
  - Complete copies of most articles obtained through NOVELNY databases;
  - Access to almost 5,000 magazines, newspapers and other information sources worth millions of dollars;
  - Superior place to find information about business, jobs, careers, investments;
  - A trustworthy source of information for New Yorkers who have important questions about their healthcare, consumer purchases, etc.;
  - Library card is the most valuable card in your wallet/no limits/no fees/no unexpected charges;
  - One of the best services you will ever get for your tax dollar;
  - Access to a library that never closes—even on holidays;
  - Help for students of all ages—get better grades;
  - Invaluable resources that make good teachers even better;
  - Help is available from thousands of highly-trained professional librarians and information specialists at more than 6,900 libraries in New York State.

## **10. Vendor Management and Relationships**

Vendor policies have created significant obstacles to use; the State Library must work towards more extensive vendor support, enhanced contracts, and coop marketing opportunities for NOVELNY databases.

### Strategies:

- Initiate discussions with the two NOVELNY vendors to solicit greater support for partnering in promoting the product;
- Negotiate coop marketing initiatives;
- Include vendor-produced co-branded marketing materials in the toolkit.

### **Mass Customization and Segmenting the Market**

The consumer marketplace is not homogeneous, while the assumption has always been that mass media is. On the contrary, mass media can be targeted to specific audiences in order to communicate benefits messages that are tailored to that audience's interests, needs, and culture. Nevertheless, while this plan addresses specific target segments, all individuals within each segment also "qualify" and will be exposed to other segment's messages within the larger marketplace and from the driver's license renewal marketing initiative.

Some market segments may already have direct access to a far larger range of databases and proprietary research that is not available through NOVELNY. While these segments (corporate, law, finance, and medical professionals, for example) initially seem logical as target audiences, their information needs are generally being better served by channels outside the NOVELNY product. Similarly, while a number of smaller markets would greatly benefit from increased use of NOVELNY, limited resources and prohibitive media costs may preclude targeting these groups.

## **Target Audience: General Consumer Population**

### **Goals**

- Increase the capacity of all New Yorkers to access and manage information that is relevant to important issues in their lives such as healthcare, personal finance, consumer product purchases, careers and job opportunities, etc.;
- Foster greater awareness and increased use of NOVELNY databases by the general public;
- Support efforts of individual libraries and library systems to market online databases;
- Generate sufficient use to motivate elected officials to fund NOVELNY in the future.

### **Issues**

- NOVELNY has been under-promoted to the general public;
- The general public does not understand the difference between research-based information found in online databases and information found by randomly surfing the web;
- Substantial costs are associated with marketing to the open consumer marketplace;
- There is a risk attached to implementing highly visible marketing initiatives at the same time that libraries are advocating for more money for basic services and operations;
- The experience of the .com phenomenon teaches us that it is very difficult to move consumers to online behaviors via conventional offline marketing.

### **Key Messages**

- Reliable, accurate, timely information on health related issues;
- Information is available to all New Yorkers at any time of the day no matter where they live;
- Information for New Yorkers enrolled in higher education or engaged in life-long learning programs;
- Access to a well-stocked library in your own home or office.

## **Strategies**

- Target adults getting or renewing their driver's license;
- Target current library users who do not use the library databases;
- Target early adapters (defined as individuals who comfortable with new technologies and already experienced using computers to access information online);
- Focus on subject areas of greatest interest to the largest number of New York residents;
- Continue conversations with ConEd (or National Grid) about using their in-house publications to promote to their employees/ potential NOVELNY users;
- Explore the potential of doing NOVELNY billing inserts in cooperation with National Grid, the energy provider in the northern part of New York State;
- Explore the potential of using the mass distribution channels available through the telephone company and cable providers;
- Leverage the popularity of online healthcare information.

## **Recommended Distribution Channels**

- Insertion program to 3 million New Yorkers annually renewing their driver's license;
- PBS channels in New York State;
- Google and other search engines;
- Health care organizations and healthcare providers involved in patient education.

## **Measures of Success**

- 30% of randomly selected New Yorkers demonstrate awareness of NOVELNY;
- Increased number of New Yorkers access NOVELNY using their driver license;
- 15% of respondents in statewide survey report they have used NOVELNY;
- 5% of survey respondents indicate a family member has benefited from using NOVELNY;
- Survey respondents were successful in finding the information they were seeking;
- Insertion, search engine, and partnering programs successfully implemented;
- Increased use of databases of most relevance and broadest appeal to general public;
- New Yorkers have reliable information upon which they can make decisions regarding personal finances and investments;
- PR stories successfully placed.

**Target Audience: Executive Office, State Legislature Elected Officials and Aides, and Board of Regents**

### **Goals**

- Increase usage of online resources;
- Make NOVELNY a funding priority of elected officials;
- Position NOVELNY to legislators as the State Library’s “work smart” initiative that saves money at the local level. (Every \$1 invested in NOVELNY saves \$35 at the local level.)

### **Issues**

- Key legislators above a certain age with little experience with online research;
- Aides have access to higher-end databases that are funded apart from NOVELNY;
- Funding priority is given to projects that are perceived to have a direct benefit at the local level;
- While 5,000+ libraries in the state access NOVELNY, funding is from the federal government;
- Future funding is uncertain;
- Previous training for legislators and legislative staff may have confused more than it helped.

### **Key Messages**

- NOVELNY brings valuable information services to local libraries and their constituents throughout the state;
- NOVELNY ensure equity in access to information by anyone with a public library card or driver’s license;
- NOVELNY supports democratic process and economic development by offering access to reliable, timely information to any resident of the state and to all agencies of government;
- NOVELNY information facilitates informed decision-making;
- NOVELNY enables citizens to be involved in the formulation and understanding of public policy issues and to be better-educated voters;
- NOVELNY supports academic achievement at all levels and lifelong learning for all New Yorkers;
- NOVELNY ensures that all New Yorkers have equal access to information, regardless of their economic status or the size/financial resources of their local library system;
- NOVELNY is excellent value, providing access to peer-reviewed research and accurate, timely information on such issues as medical care, financial planning, career exploration, consumer purchasing, and other essentials.

## **Strategies**

- Leverage existing targeted communication channels that are created expressly for this extremely important, but difficult-to-reach and critical target audience;
- Incorporate story placement in key publications to garner visibility, use, and support;
- Marketing messages that appeal to the general public will also reach elected officials who are a component of the larger marketplace;
- Penetrate the governmental sector by targeting information that reaches aides and assistants rather than the more elusive elected officials;
- Encourage local librarians to solicit opportunities to demonstrate the value of NOVELNY to municipals officials;
- Provide opportunity on the NOVELNY homepage for librarians to voice their support for continued NOVELNY funding directly to their legislators.

## **Recommended Distribution Channels**

- NYSED listserv;
- Fax alerts to aides who research issues and write position papers and speeches;
- Legislative Gazette (the weekly newspaper of the New York State Government);
- Publications of such organizations as the Association of County Executives, City Managers, Mayors, etc.;
- Integrate information about NOVELNY into orientation programs for elected officials at the state level.

## **Measures of Success**

- Sustained funding for NOVELNY;
- More legislative aides participate in an orientation/demo program that includes information about NOVELNY;
- Elected officials have a better understanding of how NOVELNY benefits their constituents;
- Elected official emerge as a “product champions” for NOVELNY;
- Elected officials have more reliable information upon which they can make decisions pertaining to public policy issues;
- E-mail campaign is successfully implemented;
- Stories are placed in publications that target the capital.

## **Target Audience: Public Librarians**

### **Goal**

- Increase the capacity of public librarians to promote databases in general and NOVELNY in particular.

### **Issues**

- Limited resources, time, and marketing expertise;
- Perceived value of NOVELNY varies according to quality of online resources available at the individual and system library level.

### **Strategies**

- Add perceived value to support of NOVELNY by assisting librarians in marketing all online resources;
- Create an online toolkit that provides all the materials and information necessary for librarians to educate customers about the attributes and benefit of NOVELNY, with a special focus on in-library promotions and educating current library uses;
- Provide toolkit training and promotion at statewide conferences.

### **Recommended Distribution Channels**

- Statewide meetings;
- Listserv;
- Website.

### **Measures of Success**

- NOVELNY presented and discussed at statewide meetings;
- Informal feedback via NOVELNY steering committee;
- Launch and promotion of NOVELNY Toolkit;
- Libraries use toolkit to market NOVELNY in their communities;
- More New Yorkers access NOVELNY using a public library card.

**Target Audience: Business and Economic Development Sector**

### **Goals**

- Promote the wider use of specialized databases on business and finance;
- Leverage support for the continued funding of the databases by generating use among staff and aides who can influence elected officials at the local, county and state levels.

### **Issues**

- Marketing databases to business owners and operators who are focused on day-to-day business operations has been challenging in most states;
- Many business owners operate their businesses without accurate information and without business plans;
- The business sector is highly fragmented when considering size, maturity of businesses, the unending emergence of new and start-up businesses;
- Business owners often “don’t know what they don’t know”;
- Large, better-funded corporations frequently have their own research departments and subscribe to highly specialized and extremely expensive databases that are currently not within the NOVELNY product;
- If NOVELNY is augmented with more academic databases, plan may be adjusted in coordination with NYSTAR.

### **Key Messages**

- Access to information that cultivates an educated and skilled work force;
- Provides critical technical and financial information for new and emergent businesses;
- Provides key information to economic development agencies throughout the state;
- Supports career exploration and professional business development.

### **Strategies**

- Target medium and slightly more mature businesses that will be most likely to respond to NOVELNY;
- Leverage contacts with Chambers of Commerce and other professional and business organizations in the state to identify communications and marketing opportunities;
- Target professors and instructors in business schools and departments;
- Target young professionals, career explorers, and adults who are enrolled in continuing education and professional certification programs and are currently using Google.

### **Recommended Distribution Channels**

- Chambers of Commerce newsletters;
- Metropolitan business journals;
- Presentations at state meetings of business, professional and trade associations.

### **Measures of Success**

- Number of visitors to business and economic development portal;
- Placement of NOVELNY-related stories in business publications;
- Increased use of business-related databases;
- New York business owners have more reliable information with which to make business decisions;
- New Yorkers have enhanced access to quality information for job searches and career exploration.

**Target Audience:** Academic Librarians, College Administrators, College and University Librarians and Teaching Faculty

### **Goals**

- Increase the ability of academic librarians to market NOVELNY to students, faculty and administrators;
- Increase the awareness and use of NOVELNY among academic populations.

### **Issues**

- Academic librarians have limited resources to market NOVELNY;
- Online databases are under-utilized by faculty, under graduate students, adjunct faculty and non-traditional students such as those enrolled in the Empire State College who do not use their college libraries;
- Students and faculty at institutions with more financial resources generally have access to many expensive databases that are not part of NOVELNY;
- An important subset of this segment is students enrolled in library science programs.

### **Key Messages**

#### NOVELNY:

- Supports information literacy for college students at colleges and universities in New York State by providing access to peer-reviewed, research based information found in credible and respected professional journals;
- Supports faculty development by providing access to resources that they need for research and for classroom instruction;
- Supports recruitment of world-class faculty who are actively engaged in research
- Supports Middle State Accreditation;
- Supports more robust undergraduate research;
- Provides access to research materials for smaller and less affluent colleges and universities;
- Serves as a superior resource for distance learning and non-traditional students.

### **Strategies**

- Leverage the distribution system comprised of 120 private academic institutions and 60 colleges in the state system;
- Capitalize on the fact that there is a community college in every district which also serves the general public and the business community in the region;
- Focus on lesser funded four-year and two-year colleges;

- Include in the toolkit materials that educate students in library science programs about NOVELNY;
- Give librarians the tools to market NOVELNY to faculty, students and administrators via an online toolkit.

### **Recommended Distribution Channels**

- Associations and consortia of school administrators and librarians at two-year and four year colleges in New York State;
- Marketing toolkit which will be promoted to academic librarians;
- E-commerce to students currently using Google;
- State newspaper for higher education.

### **Measures of Success**

- Story placements in higher education publications;
- Use of toolkit by academic librarians to promote NOVELNY to students, faculty and administrators;
- Increased use of NOVELNY by students and faculty at colleges and universities.

**Target Audience: Teachers, Administrators, Students and Parents in Elementary, Middle and High Schools; Homeschoolers and Parent-Teacher Associations**

### **Goals**

- Increase the awareness of NOVELNY among parents of school-age children;
- Promote higher level of awareness and use of NOVELNY by New York teachers and their students;
- Increase the awareness of the value and importance of NOVELNY among school administrators and school board members who are well positioned to lobby for continued funding;
- Increase the ability of students to plan and complete higher quality research assignments;
- Position NOVELNY as the “resource of choice” for teens who want to use services that are customized to their lifestyle—giving them what they want when they want it.

### **Issues**

- Teachers and other school personnel do not always know about NOVELNY or recommend it to their students;
- Teachers do not always understand the difference between information found on NOVELNY databases and in less reliable sources;
- Well-established teachers are sometimes reluctant to change lesson plans to include assignments that will require the use of NOVELNY or other online databases;
- School librarians often lack the resources to promote the use of NOVELNY within their school buildings to teachers, students, administrators, and school board members;
- The educational marketplace is complex when considering gender, age, ethnicity, levels of academic achievement, geography, etc.;
- NOVELNY is generally available to NY students in their school library or media center during regular school hours, but students sometimes cannot access the version of NOVELNY that is available in schools remotely from their homes and instead must use NOVELNY through their public library;
- Some schools and libraries have no Internet connection; filters create access barriers; many schools lack certified librarians.

## **Key Messages**

- NOVELNY makes good teachers even better;
- NOVELNY is a superior resource for teachers enrolled in continuing education and degree programs;
- Students with access to quality library resources and services generally experience greater academic success;
- NOVELNY is an invaluable resource for gifted and advanced students;
- NOVELNY is available 24/7 and ideally suited to the lifestyles and preferences of teens and other students who cannot get to their school or public library during normal hours of operation;
- NOVELNY levels the playing field for students in schools that lack financial resources;
- NOVELNY is a safe site for students of all ages.

## **Strategies**

- Leverage the New York State Library's position within the New York State Department of Education to distribute information about NOVELNY to a targeted and defined audience that can be reached in New York schools settings;
- Capitalize on the cost efficiencies associated with using multi-in-school distribution systems such as:
  - Information packets distributed to classroom instructors, administrators and librarians;
  - In-service training programs for instructors and librarians;
  - Articles in school district newsletters;
  - In-game advertising at football and basketball games;
  - Bookmarks in school libraries and media centers;
  - Banners for school libraries;
  - Displays at back-to-school nights and popular student locations;
  - Special events for students and or their parents.
- Cultivate a higher level of awareness and use of NOVELNY by classroom teachers who can, in turn, stimulate use among their students;
- Focus on teens who are early adapters, reluctant to access information in traditional library settings, and have a lifestyle that is ideally suited to the NOVELNY products and its use;
- Promote the long-range use of library databases by increasing the use of NOVELNY by young school children;
- Package and promote databases with specific appeal to young children and their parents;
- Drive the use of NOVELNY products for young children by tying the marketing to in-school card registration drives;
- Simplify interfaces between sites such as homeworknyc.org and NOVELNY access.

### **Recommended Distribution Channels**

- New York State educational newspapers and newsletters;
- Home school networks and organizations;
- New York State Association of School Boards;
- New York State Teachers Association;
- Online toolkit with materials for teachers, parents, students, administrators, and school board members;
- Parent Teacher Associations;
- Promotional items and giveaways underwritten by vendors—particularly for teens
- New York City school district publications.

### **Measures of Success**

- PR placement in education publications;
- Use of the toolkit to promote NOVELNY within schools;
- Increased use of NOVELNY databases for young children and students;
- Students have access to reliable information for satisfying academic requirements
- Parents of school children are more aware of NOVELNY and the ways in which it bolsters academic achievement.

**Target Audience: Parents of One Million Plus Children in Statewide Summer Reading Program**

**Goals**

- Leverage the success of the statewide reading program to educate parents about NOVELNY and to encourage and build long-term use among elementary age children;
- Expand the perception of summer reading program attendees that libraries are for reading to include an understanding that the library is an excellent source of information for school projects and assignments.

**Issues**

- Young children who access online resources while in elementary school are more likely to continue to access them in middle and high school;
- In New York, to date, there has not been an effort to cross-market these library programs and services.

**Key Messages**

- Access to quality library resources leads to greater academic achievement;
- NOVELNY teaches children how to access and manage information—a skill that will be invaluable to them in our information-based society;
- NOVELNY puts a high quality “reference shelf” in the home of every student;
- NOVELNY is an invaluable resource for gifted and advanced students;
- NOVELNY is available 24/7 and ideally suited to the lifestyles and preferences of time starved parents and heavily programmed children;
- NOVELNY is a safe site for children.

**Strategies**

- Integrate use of databases into summer reading activities;
- Develop customized marketing materials for parents about parenting information available on NOVELNY;
- Promote the group of NOVELNY databases geared to the needs of school children;
- Capitalize on the opportunity to distribute NOVELNY information to students during in-school card registration drives.

**Recommended Distribution Channels**

- Direct distribution of NOVELNY information packet to parents who enroll their children in summer reading and to children signing up for a library card via statewide program;
- Include relevant NOVELNY access on Summer Reading Program website.

### **Measures of Success**

- Increased use of databases specifically for young children;
- Successful distribution of the NOVELNY information packet for parents;
- Summer reading program activities expanded to include activities that use NOVELNY.