

strategy as it is about providing equitable access to information and services. For the Chinese speaking community, the library offers a number of events and services in Mandarin and/or Cantonese, including the previously mentioned Internet Tutorials, English Conversation classes, the Book and Movie Lovers' Club, library tours, Chinese story-telling and some author talks. Promoting these events and services in Chinese is, quite simply, essential to informing many of the Chinese speaking residents in Willoughby of their existence. It is unlikely that the above listed events and services would be as well attended as they are without bilingual promotion.

Much of the promotional material produced by Willoughby City Library's CI & P team is designed and published in-house. Both members of the CI & P team have prior experience in information design, writing for the public, and web editing. These skills are kept up-to-date by attending appropriate seminars and keeping up with the latest development in the PR industry and relevant technologies. At Willoughby City Library we are currently looking at ways in which Web 2.0 technologies can best be applied to promote our programs and events and generally enhance our overall information service provision. The following websites provide free access to relevant technologies. At Willoughby City Library we are currently looking at ways in which Web 2.0 technologies can best be applied to promote our programs and events and generally enhance our overall information service provision. Current PR news and resources: B & T Marketing and Media at <http://www.bandt.com.au>, World Advertising Research Centre at <http://www.warc.com>, Public Relations Institute of Australia at <http://www.pria.com.au>, Chartered Institute of Public Relations at <http://www.cipr.co.uk>, Institute for Public Relations at <http://www.instituteforpr.com>.

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Re-branding the William Angliss Institute Library as the LRC

The background:

William Angliss Institute is a specialist TAFE college for Hospitality, Tourism, and Culinary Arts with offices throughout Australia and four campuses in China. It has over 18 000 student enrolments covering short courses, certificate level, and diploma level TAFE qualifications, as well as two Higher Education degrees.

The main campus is in Melbourne and the William Angliss Institute Library was established in 1966 with a focus towards building resources related to the hospitality, tourism, and foods industries in Australia. The Library collection comprises both traditional library resources and access to information and communication technologies including over 150 computers split over two floors.

What became evident was a lack of clarity about what this split two level facility was actually called – the Library (the more common old fashioned and biblio-centric terminology);

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the Cyber Centre (as advertised on campus maps and window signage), or the Learning Resource Centre (LRC) (how some staff referred to it).

In 2008, the commencement of both a new manager and extensive building works to accommodate a single level facility provided a timely opportunity to re-visit the name of the facility, re-brand the space and services as the Learning Resource Centre (LRC), and move towards both strengthening its identity and re-energising its position within the Institute.

What changed:

Bennett¹, among others, has highlighted the shift from the Library towards a Learning Commons model, and a recent study by TAFE Libraries in Victoria² promotes this facilitation of learning by a variety of means.

A noticeable change in the direction of library services to encompass a hybrid service of social space, integrated services and student-focused learning reflected this stronger integration of learning support within the educational framework of William Angliss Institute.

So given this impetus to a stronger, more modern name that encompasses both real marketing and focus, a stronger recognisable branding that could be abbreviated and remembered, and an encapsulation of the new flavors and feel of this TAFE educational drift towards a learning commons model in the provision of high quality information services, we implemented several new changes:

- Telephone answering: A standard approach to answering the phone was promulgated as "Good morning (or afternoon), Learning Resource Centre, can I help you?"
- Institute publications: A revision of all publication with respect to corporate banner, logo, style and, design was undertaken.
- Internal signs and guides: A quick investigation revealed inconsistencies in naming, font sizes, and styles as well in the quality and layout of the printing. These were resolved.
- Web page: The LRC web page was simplified and given more consistent branding via new images and a header stating "Welcome to the LRC".
- Bookmark: Three designs of a new promotional bookmark were commissioned.
- Student diary for 2009: Diaries were edited and revised to clean up the description and labeling of the library to the Learning Resource Centre. This included a careful review of services to identify changes and considerations of new services to ensure consistency and currency for the start of next academic year.
- Meetings: Opportunities were taken to address audiences using the title Manager of the Learning Resource Centre.
- Team Day July 11th 2008: A day was scheduled to consider the strategic achievements of the first half of the year and plan and implement improvements for the second half.

- Email distribution list: This was altered from Library-staff distribution list to LRC-staff distribution list, via a request to IT Services.
- Student Support Services newsletter: This quarterly newsletter offered a regular advertising space to promote innovations in the LRC.
- Monthly staff intranet newsletter: Re-branded as the LRC Newsletter, this monthly publication is geared towards publicity, new service promotion, and feedback.

Extensive building works which culminated in a demolition of the old Cyber Centre on the second level of the building in October 2008 were seen as appropriate timing for a re-vamp, re-launch and reaffirmation of the Library/Cyber Centre as the LRC.

The future:

The William Angliss Institute LRC will continue to promote and market itself in the provision and promotion of information services to meet the teaching, learning, and research needs of its staff and students. In the area of marketing itself, this will be by continuing with what has proven to be successful and by venturing further into the areas of:

- Virtual marketing: With LCD screens to publicise services and news.
- Screensavers on OPACs: A shift towards a more modern kiosk one-stop shop.
- Greater links with Student Support Services: Whether through mutual projects, eg disability software, or where lost property is housed.
- Marketing: Regular liaison with the William Angliss Institute Marketing division.
- Promotional and library events;
- Involvement in the professional industry: Conference attendance, publications and engagements as the LRC staff.

The William Angliss Institute LRC will evolve as an information facility and service hub for its staff and students. Its identity within the arena of the Institute has been re-focused and sharpened as it shifts from the Library or Cyber Centre to the William Angliss Institute Learning Resource Centre.

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