LIANZA 2010 Centenary Conference
“At the Edge / Te Matakāheru”
Dunedin, New Zealand / November 29th, 2010 (1E St David 1&2)
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How to Brand and Market Information Literacy with IFLA-UNESCO Logo

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Mexico - Snapshot

- 14th in economy and geographical size
- 3rd trade partner of the US
- Largest Spanish-speaking country

- 2nd economy in Latin America
- A middle income country
- Literacy 90%
- Ranks with some of the best libraries in Latin America
Information Literacy - Experience

• Founder of the bi-annual Information Literacy conference in México in 1998

• Co-author of the Mexican IL standards for higher education

• Created an online 6-credits undergraduate course – Compulsory for distance education
Coordinate(d):
www.infolitglobal.info

- InfolitGlobal Directory
- Infolit State of the Art Report
- International Infolit Logo
- Logo Marketing Manual
UNESCO – IFLA Sources


Topics

• 0. UNESCO – IFLA Logo
• 1. Marketing
• 2. Communication
• 3. Branding
• 4. Learning exercises
1. Marketing
Marketing Elements

- User
  - IL enrollment
- Planning
- Investment
- Advertising
- Service
- Cost
Marketing Concept

Marketing anticipates and meets customer demands

Marketing is getting on your customers’ shortlist – preferably a shortlist of one, according to Peter Drucker (Cited by Hart, 1999)
Marketing Four P’s

- Product
- Price
- Place
- Promotion

The four P’s of marketing are interconnected, with arrows indicating their interdependence.
Service – Intangibility Reduction

- **Visualization.** Companies describe the benefits of their services with spots where persons appear enjoying them.

- **Association.** Users are induced to make a connection between the service and a product, a person or a place.

- **Physical representation.** By using a tangible aspect, it is attempted to underline some features of the service.

- **Documentation.** Include as many as necessary facts and figures to support statements.
Your Marketing Plan

• Identify your information literacy aims

• Define your objectives

• What objectives you need to meet

• How do you want to meet your objectives
Aims and Objectives

• The statement needs to include (Harp, 1999):
  – Type of learner that comes to your IL training
  – What you do for those users
  – How you do your information literacy work
What Objectives Are Being Met

- Do your learners come because they have to come?
- They attend your training because they want to?
- If you are not meeting their IL needs, is it because you are out of target?
- Are you a too old-fashioned facilitator?
- Are you in the wrong location?
- Your times are not good
How Objectives Are Being Met

- Your learning resources are too poor?
- Users do not know that you exist?
- Learners ignore IL benefits?
- Your authorities do not appreciate the IL benefits?
- Who are your IL competitors?
- How does Internet compete with your IL program?
## IL Marketing SWOT Analysis

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<th>Strengths</th>
<th>Weaknesses</th>
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<td><strong>(Internal)</strong></td>
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<tr>
<td><strong>Opportunities</strong></td>
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<td><strong>(External)</strong></td>
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<td><strong>Threats</strong></td>
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**Strengths**

**Weaknesses**

**Opportunities**

**Threats**
Identifying Customers – Segmentation

- Age
- Library experience
- Previous information skills
- General education background
- What they study
- Time when they study / work

- Level of their studies
- What they do, if they work
- Location
- Reading skills
- Preferred mode of learning
- Etc.
Meeting Your IL Objectives

- Talks
- Workshops
- Short courses
- Long courses
- Information product demonstrations
- Training to use specific databases
- Introduction to websites
- Lecture-visiting classes
- One shot lecture
Market Segmentation - Concept

Begins with the task of getting different lists and information of potential users to group them into small groups or segments that share similar information literacy needs, so that you can tailor your IL training.
IL Market Segmentation

- Age
- Location
- IL demand
- Time
- IL specific needs
- Training strategy
- Subject of interest
- Learning mode
- Willingness to participate
2. Communication
Marketing Communication

- Branding
- Language
- Power words
- 15 seconds test
- What to do next
- Try it out on a colleague
Powerfull IL Add – If...

- Seen
- Scanned
- Read
- Remembered
- Understood
- Easy to respond to
3. Branding
Branding means to create a strong link between

The logo
The marketing text you deliver
The IL products that you offer
Branding

- Business cards
- Emails
- Website
- Flyers
- Slide presentations, .ppt’s
- Handouts
- Pens and pencils
- Banners
- Display boards
- Etc.
Logo Objectives

To be an international symbol of Information Literacy

To help communication of Information Literacy efforts

To allow a quick and simple association with the IL learning services and related organizations and products

To make communication easier between those who carry out information literacy projects, their communities, and society in general
- It is free, it is for you

- You can use it to give an international branding to your IL activities

- You can download it from: www.infolitglobal.info

- A website will soon be available
IFLA-UNESCO Logo Website
www.infolitglobal.info

- Gallery of applications
- Branding and marketing toolkit
- List of marketing resources
- List of websites that use the Logo
• Avoid jargon, use simple words:
  • Short messages
  • Simple words
  • Direct to the point

• “Don’t get lost in the Infospace”
• “Information empowers”
• “Think strategically about information”
http://tip.uwyo.edu/
IL Power Words

- Learning
- Professional
- Reliable
- Proven
- Free
- New

- Convenient
- Effective
- Special
- Flexible
- Valuable
- Service
IL Marketing Message

- Right audience
- Right message
- Right way
A Message Must Aspire

- The surprise
- The shocks
- The amusement
- The curiosity
- Other
4. Promotion / Public Relations
Promotion

- Personal selling
- Advertising
- Sales promotion
- Public relations
- Propaganda
Public Relations

- Newspapers
- Magazines
- Radio
- TV
- Social media
- Blogs
- Twitter
- Etc.
Advertising IL Benefits

- Communication
- Service focus
- Brand image
- Convincing about your service

- Positioning
- Brand loyalty
- Marketing support
Good Advertising is When...

- Seen
- Scanned
- Read
- Understood
- Remembered
- Easy to respond to
Conclusions

• Make the logo part of your IL branding
• Use it in every material created
• If you endorse the logo, you endorse IL internationally

• Share your experiences and applications
• Gives us feedback of the Logo Branding and Marketing Toolkit, www.infolitglobal.info/logo
• The toolkit will be posted in October for your review
The Information Literacy Section of the International Federation of Library Association and Institutions (IFLA) has created this database to record information literacy materials from different parts of the world, on behalf of UNESCO.

Librarians, educators and information professionals are invited to participate. If you have developed information literacy materials and would like to share them with the world community, please submit the required data.

Please, send your comments and inquiries to Josée Lau (Universidad Veracruzana/OBS/USIL/Ver, Mexico), General Project Coordinator, jla@uv.mx. You can also contact the regional coordinator from your geographic area, and country contacts.

Latest InfoLit resources:
- InfoSkills VERITY Programme
- Red de Información Escolar (Centrálzno Vores)
- Seminario de Administración del Conocimiento y la Información
- The Information Jungle: Learn to use the Internet for academic research
- OULIE - OnLine Library Instruction Experience
- Cornell University Library Information Fluency Bibliography
- Finding Information on the Internet: A Tutorial
- Library Skills Tutorial
- Interactive Library Induction Guide
- ENIL (European Network on Information Literacy)

Communication
- Conferences on the subject
- International actions, meetings, programs
- Listserv - Discussion lists
- Weblogs
- Websites devoted to information literacy

IL Products for Users
- Advocacy toolkits
- Assessment / Evaluation tools
- Credit courses
- Know how materials
- Library tours
- Tests of IL competencies/skills
- Tutorials for citizens
- Tutorials on how to use specific information resources
- Workshops/Hands on experience

Organizations
- Associations and professional bodies
- Information literacy training organizations
- International organizations with IL related work
- Research projects / Research centers

Publications
- Guidelines for information literacy
- IL monographs of international coverage or impact
- Other publications of international relevance
- Serials (Journals)
- Specific guidelines for key programs
- Theses of international relevance
- Translations of key international documents
INFORMATION LITERACY:
AN INTERNATIONAL STATE-OF-THE-ART REPORT

Second draft
January, 2007

Available at:
www.uv.mx/usbi_ver/unesco

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THANKS FOR ATTENDING!

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