

# Collaborative Marketing Discussion – Summary of Three Follow Up Questions at the Annual Meeting

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**What are your techniques/strategies that you use in face to face reference that you adapt to virtual reference?**

- Reference Interview
- Use person's name
- Demonstrate how to use resources like screenr, Jing
- Friendly and welcoming tone
- Establish level of expertise / experience
- Empathic with their anxiety
- Refer to patron's library web page
- Shorter, continual sentences to maintain contact
- Encourage them to go to library or return for additional assistance 24/7
- Ask how much time is available
- Making sure patron is satisfied w / answer

## What visual marketing tools should the collaborative create?

- Bookmarks, business cards
- Introduce service to classroom
- Course management link to Ask a Librarian
- Qwidget on homepage/databases/ catalogs
- Posters across campus
- Orientation push
- Sharing promotional materials

## **What else?**

- nothing

## **Ask a Librarian Day or Month**

- Plan for one week during the fall, possibly September
- Ask for more MI librarians to staff the MI Queue during that week
- Plan during August

## **10<sup>th</sup> Anniversary Celebration**

- Plan for February 2014