

## Hybrid Online Tools: [*Specific Tool name*]

### Implementation, Marketing, and Assessment Plan

August 1, 2014

**Background:** Recent developments in academic library technologies that support research and teaching enable faculty and students in harnessing data and sharing information in new and powerful ways. However, it is often difficult to find financial support for these technologies on campuses, as the tools often bridge several different areas – academic disciplines, technology, and support services.

Research Universities are interested in these tools, because they can help their faculty and students achieve their research, learning, and teaching goals in ways not possible before. Staff in university libraries in particular need to gain awareness of these tools, due to their unique position at the intersection of disciplines, technology, and information. Texas State University and its library have strategic goals related to supporting research and instruction and effectively utilizing technology and human resources to support these goals.

Dr. Van Wyatt, Vice President of Information Technology has approved funding for a one year pilot program in which the University Library will license select tools representative of this trend to make them available to the university community.

Future funding is contingent on the success of this program. A few specific comments from Dr. Wyatt with regards to further steps with the tools:

- A project plan for implementation and marketing is key.
- The plan should engage the scholarly community, faculty, and students on a number of levels – key words: “engaging community.”
- Marketing through a variety of sources should also be key.
- As these are interdisciplinary products, librarians should be reaching out through their various channels.
- A plan for deployment of these applications will be crucial as this will guide whether this pilot is funded into the second year.
- How are you going to assess each of the applications? – (a plan for assessment should be built into both deployment and implementation.)

**Desired Outcome:** The Hybrid Online Tools: [*Specific Tool name*] team is charged with identifying appropriate strategies that this team can accomplish in implementing, marketing and assessing of *specific tool name*. The Library’s Promotions team will identify strategies to promote the suite of online tools; however, your group is charged with this specific resource. The team should:

- Develop a high level of pragmatic expertise with the resource
- Develop an actionable marketing plan for the resource. Components of this plan may include (additional ideas are also welcome):
  - Identify appropriate content that should be used to promote the resource (Will this be materials that are from the vendor, team create materials, or a combination of both?)
  - Identify specific target academic audiences for this product

- Develop a proposed timeline for marketing of this resource
- Develop specific messages that will be shared about this resource
- Develop and implement appropriate training sessions for the campus community
- Recommend how the success of this product should be assessed. How will we know if this is a successful resource? How will we know if the marketing has been effective? Consider quantitative and qualitative feedback options and tool analytics.

**Project Team:**

(team members)

**Key stakeholders:**

- Library Administration (oversight)
- Library Research Instruction & Outreach (outreach to faculty and students)
- Learning Commons (outreach to faculty and students)
- Collections and Digital Services (metadata, digitization and licensing support: Acquisitions)
- ITS Instructional Design Support
- Campus community (Academic Research Faculty, Students and Staff)
- Dr. Van Wyatt, VPIT (2015 evaluation and further funding)

**Proposed timeline:**

**+ August/September 2014** – Team receives charge; Preliminary presentation offered (August 15); team members receive training for resource (September 6); team members continue to develop expertise with tool; teams develop implementation and marketing plan.

**Subgroup Submission and Marketing Plan Deadline:** submission of the implementation and marketing plan to Sarah Naper and Ray Uzwysyn: **Friday, 10/3/2014**. Report will be vetted with the Library Tools Oversight Committee. Your group will be invited to meet with the committee to receive feedback on your proposed plan.

**+ October/November 2014** – Soft launch of online tools; preliminary marketing begins; online tool training sessions are held

**+ Mid-November 2014** – Preliminary assessment is conducted. Analyze data to determine what has worked well and identify modifications to make for the Spring semester.

Your group will be invited to meet with the Library Tools Oversight Committee in late November/early December to present your implementation, marketing and assessment results and modification recommendations

**+ January/April 2015** – 2<sup>nd</sup> phase implementation; 2<sup>nd</sup> phase marketing

**+ April 2015** – conduct 2<sup>nd</sup> phase assessment

+ **April/May 2015** – compile assessment report and recommendations.

**Final Assessment/Evaluation Deadline** for submission of final assessment/evaluation report and committee recommendations to Sarah Naper and Ray Uzwysyn: Friday, 5/15/2014. Report will be vetted with the Library Tools Oversight Committee, and your group will be invited to meet with the committee to receive feedback on your report and recommendations.

+ **May/June 2015** – Library Tools Oversight Committee compiles comprehensive report for Dr. Wyatt detailing our success and future recommendations

**June 15, 2015** – Final Assessment/Evaluation Report/Presentation Submitted to AVP Joan Heath and VPIT Dr. Van Wyatt for next fiscal year funding review