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NATIONAL AWARENESS DAY IN MOLDOVA

27 APRIL 2017

Your Library- Your Progress

Marketing Strategy



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OBJECTIVE

- The objective of the National Awareness Day is to promote library services for Lifelong Learning in education and society involving the participation primary, secondary and higher educational institutions on an agreed day.
- *This includes active student participation of Universities, National and Public Libraries, high schools, colleges , vocational schools , Associate Partners, Student Unions, Teacher Unions with the support of Education Ministries , Ministry of Education, Ministry of Culture and NGO's.*

SWOT ANALYSIS OF SCIENTIFIC LIBRARIES OF APA

ACADEMY OF PUBLIC ADMINISTRATION OF MOLDOVA

SWOT	STRENGTHS	WEAKNESS
INTERNAL	<ul style="list-style-type: none"> - Is an Open Access Library; - Skillful, competent and flexible staff; - Librarians are always up to help the users; - There is a diversity of Information resources as well as paper books as EBooks; - Innovative and modernizing service as you like it; - Collection of books in various languages; - Interlibrary loan service; - On-line catalogue; - Comfortable climate; - Good conditions for user satisfaction; - Free internet access; 	<ul style="list-style-type: none"> - Insufficiency of modern equipment ; - 4 librarians (is the staff of the library): 1500 users; - Lack of IT engineer; - Small budget; - Poor knowledge of English Language; - No facilities for people with special needs;
	OPPORTUNITIES	THREATS
EXTERNAL	<ul style="list-style-type: none"> - Online electronic services; - Ask a librarian; - Participation in National and international projects; - Member of Consortium; - Partnerships (Embassy, NGO); 	<ul style="list-style-type: none"> - Lack of Budget; - decreasing of users number (due to emigration) - Political, Economic, Technology and Legal and changes

SWOT ANALYSIS OF SCIENTIFIC LIBRARY OF USARB

SWOT	STRENGTHS	WEAKNESS
INTERNAL	<p>Part of National System of Libraries, Higher category (Government ranked) Departmental Library Centre Regional Repository of World Bank Collections- over 1 million copies, inclusive UNC,EUC, RIC , NATO Point Access to own and international databases Electronic Institutional Repository Electronic catalogue - part of unique catalogue of 7 universities Professional personnel -88% with library qualification Member of Consortiums /Projects Publishing of 2 magazines and bibliographical works.</p>	<p>Obsolete technical equipment; Poor LOCAL Internet connection Low wages ; Insufficient knowledge of English; Lack of facilities for people with special needs; Small budget for information resources acquisitions.</p>
	<p>OPPORTUNITIES</p>	<p>THREATS</p>
EXTERNAL	<p>Awareness of library role in Knowledge and Information of the Society; Open Sources; Growth of users' demand; Update of legislation; University promotion on WEB site and SN; Participations in Consortium and Nat. / International Projects Open Access , Open Education Week, National Awareness Week</p>	<p>Decreasing of users number (due to raising of demographic crisis) Limited budget; Political, economic and legal changes; The fast changing world of Information technology and communication; Null Integration of librarianship graduates in the libraries;</p>

TARGET GROUP

TARGET GROUPS

AUDIENCE:

- Students, professors, high schools pupils, teachers, people with special needs;

PARTNERS:

Ministry of Education, Ministry of Culture, Library Association of Moldova, Librarian League, Embassies, International Organizations: UN, EU, NATO Centre, USAID, Institute of Informational Society, Romanian Cultural Institute, AGEPI (Agency of Intellectual Property, Writers Union, Editors Union

Volunteer recruitment



ACTIVITIES

ACTIVITIES

- Involving the librarian community on organization and promotion of the NAD. Dialog with the Association of Librarians' president, ERM (REM) representatives, National Library and Moldovan authorities.
- March 29, 2017 - participation in the national conference The Bibliologic Year – 2016 at NLRM about LNNS project and appeal to the whole community to get involved in NAD -2017;
- April 27, 2017 - 21st Century Libraries of Moldova: meeting librarians from the National System of Libraries and Government representatives from Moldova Library Association, REM, Erasmus + Office, UNDP, UE Center
 - **Programe:**
 - Messages of Congratulations - Ministry of Education, Ministry of Culture, Library Association of Moldova (ABRM)
 - The Law Library Opportunities approved by the Government in February 2017: problems and solutions for librarians
 - Short film about the LNNS project with participations of Project coordinators
 - Public authorities and Library Association of Moldova (ABRM) on the National Contest results : The Best Librarian and The Most successful works in librarianship and information sciences, 2016.
- Involving the USARB, APA, the Senate, Student Senates in support and of libraries and the NAD.

FLASHMOB - USARB

FLASHMOB

Pupils
Students
Library users



APAM and USARB

- The contest of the best photography on users of the library.

Art contest on the book characters or

screening;



ART
Contest

- The contest of the essays about literature, books, library, Internet;



YOUTH
WRITING
CONTEST

COSPLAY – USARB , Faculty of Educational Sciences, Psychology and Arts

Cosplay of the book and comics characters





Campaign of collection of books for children with disabilities and orphans - APAM





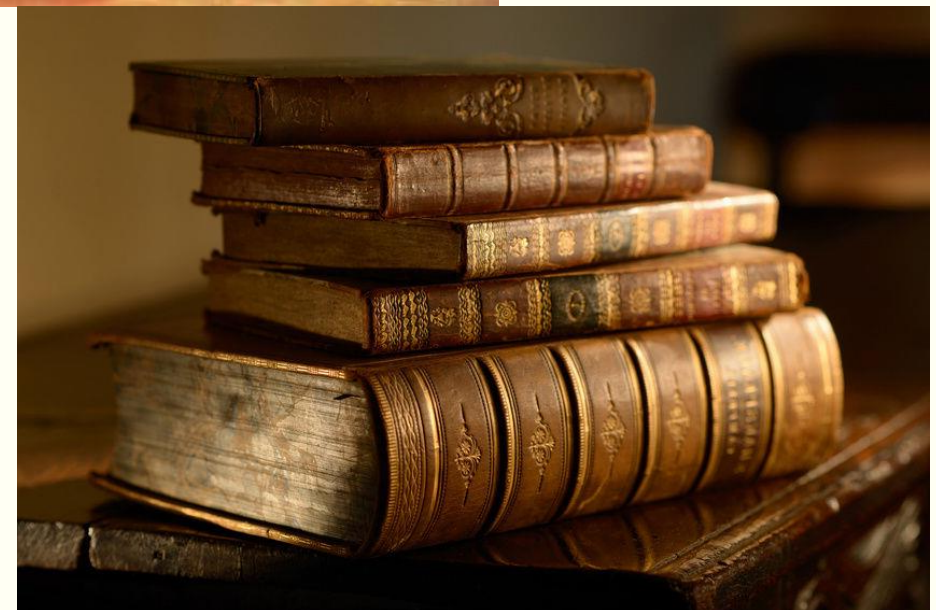
BOOK GALLERY - APAM and USARB

Gallery of Top 10 books;

Books you can read and reread;

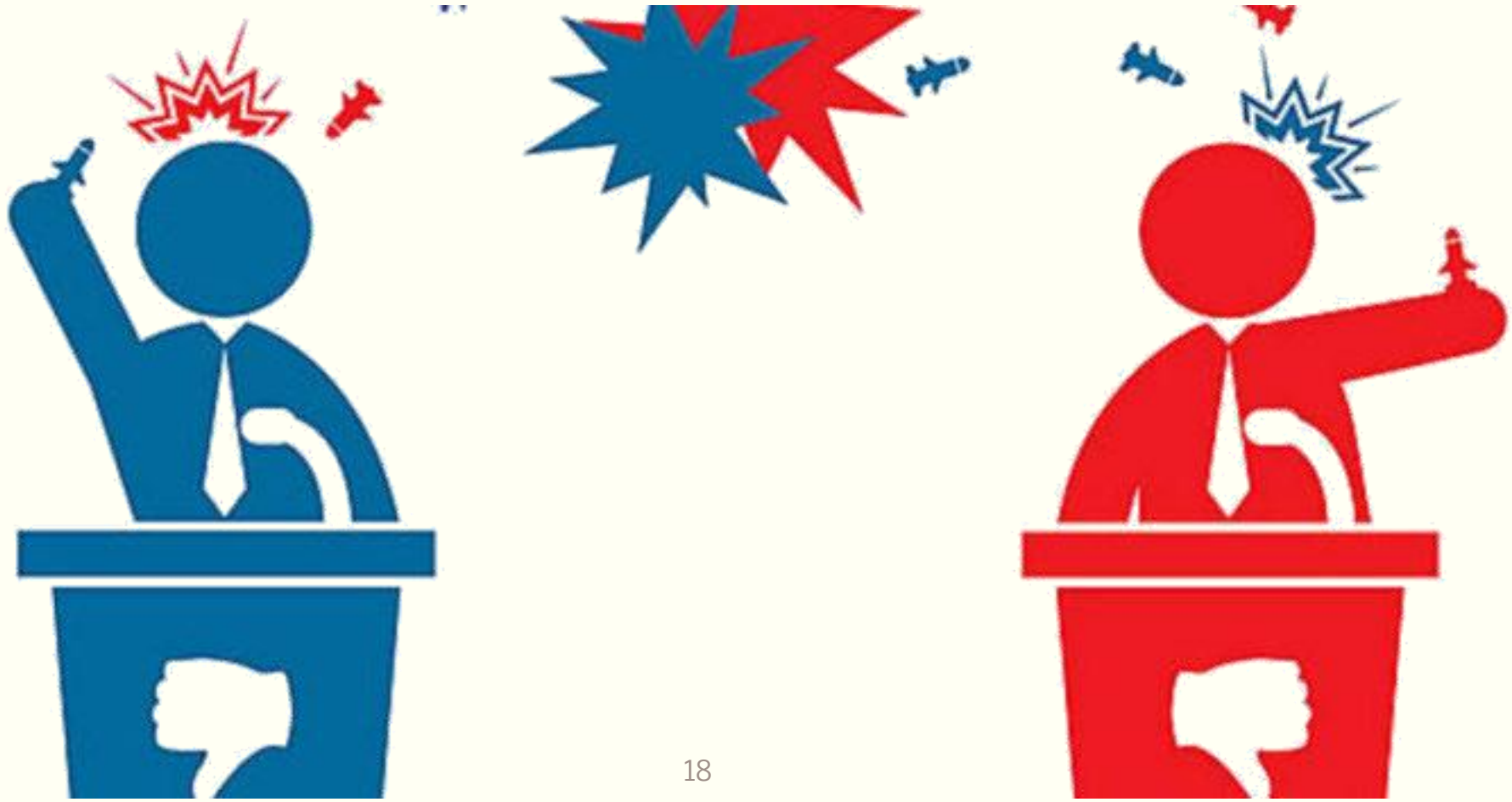
Books you should read during your life;

Rare books exhibition and presentation of the rare book.



DEBATES - USARB , ION CREANGĂ Theoretical Lyceum

- Printed book VS EBook



MARKETING

MARKETING

Ad Campaign

Flyers, posters, banners, TV/radio publicity, SN



SUITABLE LOCATION. CHISINAU

- <https://www.youtube.com/watch?v=TfejS0HFfNE>



SUITABLE LOCATION. BALTI

- <https://www.youtube.com/watch?v=Pxa-JYMRidk>



THE MARKETING BUDGET

- 10% - co-financing from the project
- Sponsorship
- Donation
- Fund raising.

MIXED MARKETING. MASS MEDIA : Literatura și arta, on ALRM website (ABRM), libraries, social networks, magazines: Bibliuniversitas@ABRM.md, ALRM Bulletin, Confluente Bibliologice, Bibliopolis



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THANKS A LOT!