



KU Libraries

Office of Communications & Advancement

Strategic Communications for KU Libraries

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- Increase awareness of services and resources among current and potential users
- Raise the international profile of KU Libraries
- Manage all marketing, PR and media relations strategies and tactics via a library-wide strategic communications plan

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Strategic Communications

- A communications plan:
 - Identifies stakeholders
 - Establishes communications goals
 - Hones message strategy
- How it works:
 - Calculated effort to send targeted messages to audiences
 - Driven by vision and mission

Plan Overview

- Strategic communications plans in place for nearly 10 stakeholder groups, including:
 - Faculty
 - Undergraduate students
 - University administration

Faculty Communications

- Prospective faculty
- New faculty
- Current teaching faculty
- Current research faculty
- Distinguished and foundational faculty
- Emeritus faculty

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Faculty Goals

- Increase awareness of resources and the benefits of collections use in research
- Increase awareness of services and the benefits of engaging librarians
- Communicate policy/procedure changes

Faculty Key messages

- Start your grant and research planning with us. We have resources to help with pilot projects, data management plans, archiving, and dissemination of research results.
- We are most effective when brought in early to consult. We can ensure you have the resources you need to ensure success.

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Faculty Key messages

- KU Libraries are home to world-class collections as well as resources for up-to-the minute information. (And, if we don't have it, we can get it.)
- Librarians are responsive problem solvers.

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Faculty Tactics

- Annotations – now electronic
- KU Today and department newsletters
- eNewsletters from the dean
- Social media
- Web content/channels
- Media channels (UDK, KPR, etc.)
- Point of service channels
- New faculty packets

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ANNOTATIONS¹

¹News from the Libraries

A Message from the Dean



Welcome to our newest edition of Annotations, KU Libraries' publication for KU faculty and staff.

As announced in October, I have accepted the position of vice provost and director of the University of Texas Libraries. I genially thank you for your support and help in ensuring the libraries' role in advancing research, teaching and learning at KU over the past eight years. These years have been exhilarating, challenging and most rewarding. I am grateful to have had the opportunity to work with thoughtful and dedicated colleagues, both in the libraries and across campus.

MARK YOUR CALENDARS:



TODAY!

The [Libraries Lecture Series](#) highlights the breadth and depth of interdisciplinary



Colleagues,

The spring semester is officially underway, and we know it promises great opportunity and successes here at the University of Kansas.

We began our roles as interim co-deans last month, following the departure of Dean Lorraine J. Haricombe. We look forward to continuing to advance the [KU Libraries' Strategic Directions 2012-2017](#), which directly support [Bold Aspirations](#), and seek to promote the creation of knowledge as well as interdisciplinary scholarship and research productivity here at KU through our collections and services.

KU Libraries are committed to serving the evolving needs of scholars, students and teachers in an academic environment. The libraries are organized by services we provide in order to ensure we're best positioned to support you in the work you do.

Now and throughout the semester, we hope you will reach out to us—we are happy to help.

If you already have a contact within the libraries, feel free to contact that individual. In some cases, you may be connected with another



'Radical' literature topic of exhibition

The American political landscape of 50 years ago was full of radical movements and ideology, such as violent opposition to the Vietnam War. It was also when KU Libraries purchased the collection of a young student chronicling activities of different movements across the ideological spectrum. KU is marking the 50th anniversary of the Wilcox Collection of Contemporary Political Movements with an online exhibition.

[Full Story](#) [Online Exhibition](#)

TODAY'S HEADLINES

Physicists poised for today's restart of upgraded Large Hadron Collider

By any measure, the Large Hadron Collider is the most advanced scientific instrument ever built by humans. In 2012, scientists using the

TODAY'S EVENTS

LECTURE

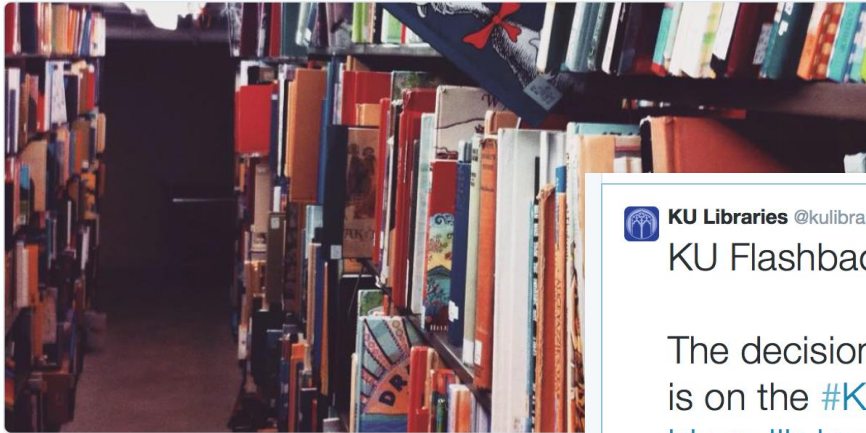
'Monuments to the Period We Live In'

Thursday, March 12, 2015
4:30 p.m.-5:30 p.m.



KU Libraries @kulibraries · Mar 2

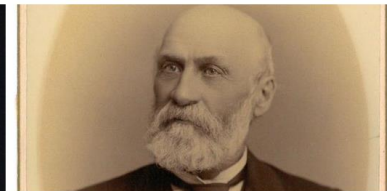
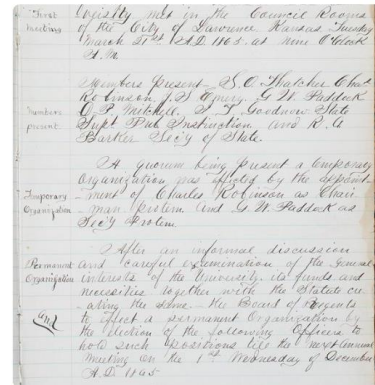
The cat he will wait
Just to celebrate
Dr. Seuss and his day
Read away, read away.
#DrSeussDay #KULibraries



KU Libraries @kulibraries · Mar 21

KU Flashback: 150 Years Ago...

The decision to locate @KUnews in Lawrence is on the #KSRL Blog:
blogs.lib.ku.edu/spencer/ku-fla...



[View more photos and videos](#)

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LJW

WILCOX COLLECTION TURNS 50 Protest? There's an art to it

By Sara Shepherd

Twitter: @saramarieshep

*Are the Russians controlling our weather?
Honeywell kills people
Brown and proud
Support gun control, disarm the FBI
Bring America back to God!
I'd rather be killing communists in
Central America
Fluoridation ... Is it morally right?*

People of America have some extreme political beliefs. One of the country's best collections of material reflecting those beliefs is celebrating its 50th anniversary at Kansas University. The Wilcox Collection of Contemporary Political Movements at the Spencer Research Library has

Please see PROTEST, page 10A

March on
Washington
November 15.
End the War.
Get Out Now!



2015 Areas of Focus

- Support of Research & Learning Centers
- Shulenburger Office of Scholarly Communication & Copyright
- Budget discussion and content implications

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