

CASE STUDY FOR CHAPTER 6

Karen Nichols

Karen Nichols is a new selector in a large academic library. Her collection responsibilities encompass sociology, social work, family social science, and rural sociology. She has regular reference desk hours in the main library, which houses the humanities and social sciences collections. The library provides numerous digital resources, including indexes and abstracting sources, online reference tools, full-text files, and numeric data files. The library has had an integrated, automated system for more than fifteen years and provides a multifaceted library web presence, though the page addressing the library's collections and services in Karen's subject areas is brief. Karen has an M.L.S. and a second master's in family social science. She has eleven years' experience as a subject specialist in the social sciences in two previous positions.

Karen's predecessor, Mark Jacobson, had held the position for twenty-two years. Mark had earned a second master's in sociology from one of the departments he supported and had developed personal friendships as well as professional credibility with many faculty members. Mark regularly attended various departmental meetings and socialized with fac-

ulty members. He was considered an excellent selector by faculty members and his library supervisors. He reviewed and revised his collection development policy annually. The files he left his successor included the policy statement, his approval plan profiles, and lists of active serials, standing orders, and blanket order plans. Karen also received library system-generated budget reports on annual allocations and expenditures for several years. She found no information about constituencies in Mark's files.

Activity

Karen needs to learn about her public and develop avenues for communication. Identify the activities that would comprise a marketing plan and a schedule for Karen to implement over the next six months. How will she

- research her market,
- segment the market,
- gather secondary and primary data,
- promote the collections for which she is responsible, and
- evaluate performance?