

**Working together:**  
evolving value for academic libraries



## **Library Value in the Developing World** Marketing Case Study

Nell McCreadie

*Group Marketing Manager, SAGE Publications Ltd*

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<http://www.sagepub.co.uk/librarians/dw>

#libvalue





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# 1.0 INTRODUCTION

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Raising awareness of how the library supports teaching and research staff is key to demonstrating library value in developing countries. This was a finding of **Library Value in the Developing World** (McCreadie, 2013) a six month research study with twelve developing country institutions. The report explored perceptions of the value of academic libraries by teaching and research staff in developing countries (classified as low- and middle-income economies with a GNI (Gross National Income) less than \$4,035 (The World Bank, 2012)). The institutions included in the study were:

Universidad Nacional Autonoma de Honduras, Honduras  
Indonesian Research Institute, Indonesia  
University of Cape Coast, Ghana  
National Scientific Library, Georgia  
Maseno University, Kenya  
Convenant University, Nigeria  
Obafemi Awolowo University, Nigeria  
University of the Philippines Visayas, Philippines  
University of Thies, Senegal  
Makerere University, Uganda  
Institute of Intellectual Property of National University, Kiev, Ukraine  
University of Zimbabwe, Zimbabwe

**Library Value in the Developing World** (ibid) reported that developing country librarians are beginning to recognise the importance of evaluating their value for research and teaching staff. Communicating the value of their role, however, remains a key challenge. Librarians noted that while they receive positive feedback about the resource collections they provide there is limited awareness of how librarians can better support research and teaching staff beyond these traditional parameters.

The focus of this booklet is to examine the key findings of **Library Value in the Developing World** (ibid) and report how SAGE, over the last two years, has helped positively influence the communication between librarians and their users, increase awareness and usage of e-resources and helped raise the profile of libraries in the eyes of both the users and senior management.

## 2.0 THE VALUE OF USAGE STATISTICS FOR DEVELOPING WORLD UNIVERSITIES

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Librarians in developing country institutions have secured access to a wide range of resources. Unfortunately, availability does not necessarily equate to access and use (Burnett, 2012). Faculty in developing country universities commonly complain of poor access to journals and state that this is a serious hindrance to their academic work. Additionally, awareness of available materials among faculty is low. This is related partly to insufficient promotion and communication of what is available, and partly due to the complexities of online access and multiple entry routes (Harle, 2010). Despite improvements in availability of resources, a challenge remains: how can developing country librarians promote awareness, access and use?

To begin to overcome this challenge, it is necessary to consider the ways in which available resources are (or are not) being accessed (Harle, 2010), and for librarians to demonstrate their value in clear, measurable ways (Oakleaf, 2010). Libraries are increasingly called upon to document and articulate their value and their contribution to institutional missions and goals.

Findings from **Library Value in the Developing World** (McCreadie, 2013) showed that developing country libraries are beginning to recognise the importance of evaluating the level of support and service they provide. The drivers for collecting this evidence are primarily internal, and primarily measured through the value of their resource collection. However, there are no unified methods for reporting this evidence and few librarians interviewed reported justification requests from senior management.

Eight out of twelve librarians reported that the value their library provides is measured through the quality and accessibility of their resource collection, and that they provide analysis of their collection via usage statistics. Five out of twelve librarians reported that they are starting to monitor value through other methods such as testimonials, faculty questionnaires, traffic to the library website and library attendance rates:

*'I think we are starting now to measure our value. We are proposing to distribute a questionnaire to students and academics and look at if we produce results'* (University of Zimbabwe, Zimbabwe)

*'The library's value is connected with library's popularity in eyes of faculty and students. The evidence of this is measured by visit statistics to the library, visit statistics to intranet, and e-Resources usage statistics'* (National University, Ukraine)

*'The library can measure its value to the academic staff through conduction of regular interactive sessions and get valued feedback from the academic staff. The library can make use of instruments like questionnaires, interviews, and forums to inquire how the academic staff perceive their services thereby serving as a means of measuring the value of their services'* (Covenant University, Nigeria)

Librarians reported that they might further consider how to develop and expand their skills and techniques to collect, record, interpret and report usage data. This would aid demonstrating the value of the library's collection and services, and may have a positive effect on usage of e-resources. These developed skills in managing e-resources might additionally be used to train others as faculty report a preference for peer-training rather than by library staff.

One suggestion from a project participant was for librarians to participate in joint research projects with senior management to help raise the visibility of the library to senior managers. This would help get a voice for the library 'at the top table' and help ensure the library's concerns and needs are echoed within university strategy documents.

## 3.0 ACCESS AND CONNECTIVITY IN THE DEVELOPING WORLD

Internet connectivity is steadily improving in the developing world, notably with recent installation of high-speed undersea fibre-optic cables in Africa (Harle, 2010). Challenges remain in ensuring broadband connectivity and internet bandwidth reaches beyond major cities and from coastal countries to landlocked neighbours. Universities' investment in e-resources has secured significant content, but this needs to be matched by associated investment in information and communications technology (ICT) facilities and training. Without this, the money spent on journals risks being wasted (ibid).

**Library Value in the Developing World** (McCreadie, 2013) reported that three out of twelve librarians and five out of twenty faculty members in the developing country universities reported issues with providing adequate service levels due to connectivity issues:

*'We believe a faster internet connection would help (our users) to be better at their work as currently their internet connection is not stable'* (librarian: Indonesian Research Institute)

*'Having a faster internet connection is the foremost issue we are addressing'* (librarian: University of Philippines Visayas)

*'We need improved availability of high bandwidth for students to be able to access appropriate and relevant information'* (faculty: University of Cape Coast)

### 3.1 Bandwidth availability and effectiveness

Participant universities in **Library Value in the Developing World** (ibid) were given free access for two years to the SAGE Journals, SAGE Knowledge, and SAGE Research Methods platforms.

SAGE deployed five waves of awareness driving email campaigns to faculty within the institutions. To test bandwidth availability and effectiveness two campaigns were split into text-only and HTML versions (Appendix 1 and 2) with the following results:

	Delivered	Opens	Open Rate	Unique Clicks	Click Rate
SAGE Awareness Driving Email Campaign, March 2014	868	117	13.48%	61	7.03%
HTML version	430	74	17.21%	18	4.19%
TEXT version	438	-	-	43	9.82%

### 3.2 Bandwidth availability and effectiveness by university

To gain a more complete picture of bandwidth by country and university the contact list was split:

Campaign Code	Delivered	Opens	Open Rate	Unique Clicks	Click Rate
SAGE Awareness Driving Email Campaign, May 2014	835	87	10.42%	47	5.63%
HTML Ghana	92	24	26.09%	4	4.35%
HTML Honduras	9	0	0.00%	0	0.00%
HTML Kenya	7	1	14.29%	0	0.00%
HTML Nigeria	112	8	7.14%	5	4.46%
HTML Senegal	7	5	71.43%	2	28.57%
HTML Uganda	187	21	11.23%	8	4.28%
<b>HTML TOTAL</b>	<b>414</b>	<b>48</b>	<b>11.60%</b>	<b>15</b>	<b>3.62%</b>
TEXT Ghana	90	-	-	7	7.78%
TEXT Honduras	8	-	-	0	0.00%
TEXT Kenya	4	-	-	1	25.00%
TEXT Nigeria	112	-	-	3	2.68%
TEXT Senegal	8	-	-	2	25.00%
TEXT Uganda	199	-	-	15	7.54%
<b>TEXT TOTAL</b>	<b>423</b>	<b>-</b>	<b>-</b>	<b>22</b>	<b>5.20%</b>

Overall click rates were higher for the text-only version for both of the above campaigns, suggesting that sending text-only campaigns in lower bandwidth countries does positively influence their effectiveness. Open rates are not available for the text-only segments but no difference is expected as the same email subject line was used.

Some key recommendations regarding access and connectivity issues from the research study include that the library ensures it is up to date with the digital environment and tools, and that publishers adapt online resource sites and their communication to enable greater access in developing countries.

## 4.0 RAISING THE VISIBILITY OF DEVELOPING WORLD LIBRARIES

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To make use of (and consequently value) the library's e-resources, faculty and students need first of all to be aware that they exist. Marketing of the library is increasingly seen as an essential activity due to changes in the dissemination of information brought about by digital technologies. Librarians feel they should do more marketing and publicity to improve the perception of the library to faculty (Creaser, 2012).

**Library Value in the Developing World** (McCreadie, 2013) surveyed faculty and librarians at twelve case study institutions. There is some degree of disconnect between what the library and faculty perceive as important means of communication. Librarians placed emphasis on traditional communication channels such as the library website and library liaison representatives in departments. They placed less importance on, and invested less activity in, developments in social media such as a library blog, Facebook and Twitter. Faculty placed importance on the library website and library liaison representatives, but they also identified the importance of targeted communication. Many faculty reported no communication received by social media channels – arguably a fundamental way in which libraries can disseminate the value and availability of e-resources.

The study showed that, overall, the library is well perceived by faculty, although there are barriers to overcome. Communication between the library, the departments and the individual faculty members is not always effective or transparent. The report found that faculty and end users are not always aware of all the services offered by their library, and that a sixth of faculty in case study universities do not know who to contact within their library. Communication, and building the relationship between the library and the academic departments, is key to changing behaviour and perceptions of value to gain faculty support.

**Library Value in the Developing World** (ibid) assessed how all case study libraries are promoting their resources and services to faculty. The findings included various marketing channels with varying degrees of effectiveness. These included sending emails to announce new resources; library newsletters sent to faculty on a regular basis; library Facebook pages; brochures and posters or notice board announcements highlighting resources to faculty; and promotional events, open days, workshops or seminars run by the library.

Individual librarians came forward with innovative suggestions of how they could promote further such as outreach programmes, advertising on the campus radio station, etc. However, the majority of librarians felt that to market their library more effectively they needed more human, material and financial resources and greater motivation and pro-activity on the part of the individual librarians themselves.

## 5.0 HOW PUBLISHERS CAN CONTRIBUTE TO RAISING THE VISIBILITY OF DEVELOPING WORLD LIBRARIES

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All project participants in **Library Value in the Developing World** (McCreadie, 2013) received institution-wide access to [SAGE Journals](#), [SAGE Research Methods](#), and [SAGE Knowledge](#). SAGE supported the marketing activities of the libraries both digitally and through traditional means.

Librarians were sent a range of SAGE awareness and usage driving material. Where applicable the effectiveness of each activity was measured via clicks to SAGE product platforms. It is less easy to measure the effectiveness of traditional, non-digital marketing activities, but these are likely to be reflected in the overall usage statistics for the relevant universities.

SAGE provided the following marketing support to each university librarian:

1. SAGE awareness driving email campaign to faculty at participant universities HTML (Appendix 1)
2. HTML email messages supplied to librarian and deployed internally (Appendix 1)
3. SAGE awareness driving email campaign to faculty at participant universities - text only version (Appendix 2)
4. University IP targeted banner adverts with university name for use on SAGE platforms (Appendix 3)
5. SAGE product banner adverts for library websites (Appendix 4)
6. Facebook adverts (Appendix 5)
7. LinkedIn adverts (Appendix 5)
8. Posters and brochures for library use and distribution (Appendix 6)
9. USB, mousemats, pens and other SAGE product related promotional items
10. Digital user guide (Appendix 7)
11. Online tutorials and digital user guides for each SAGE product (Appendix 8)
12. Competition postcard for faculty with a £150 voucher for SAGE books as a prize (Appendix 9)

All support was provided equally but not implemented uniformly due to availability of web pages and time constraints within the library. Activities undertaken by four of the libraries are described in detail below.

### Effectiveness of publisher-deployed email to faculty

During the period where usage was measured five publisher deployed emails were sent to faculty at the institutions at regularly spaced intervals and at peak times. Results from the deployed emails were recorded as follows:

Emails	Total Delivered	Opens	Open Rate	Unique Clicks	Click Rate
SAGE Awareness Driving Email Campaign, April 2013	949	210	22.1%	183	19.3%
SAGE Awareness Driving Email Campaign, November 2013	844	151	17.89%	84	9.95%
SAGE Awareness Driving Email Campaign, February 2014	853	125	14.65	67	7.85%
SAGE Awareness Driving Email Campaign, March 2014	868	117	13.48%	61	7.03%
SAGE Awareness Driving Email Campaign, May 2014	835	87	10.42%	47	5.63%

All the emails reached or exceeded the open and click-through rate targets set by the publisher to measure the success of email campaigns. The initial campaign was the most successful, as expected. The first campaign in a series drives awareness and usage, while subsequent campaigns serve as reminders. It is expected that faculty will begin to access resources directly after the initial campaign has been sent.

Cases studies for four of the twelve developing world institutions follow with detailed information about the results of publisher and librarian activity to increase usage. Interviews were conducted with the librarians, asking them how they promote their services to academic staff. A summary of the comments and conversations is provided.

## 6.0 LIVE CASE STUDY: UNIVERSITY OF ZIMBABWE



The University of Zimbabwe is the largest institution in the country and teaches across disciplines including agriculture, education, law, veterinary science, social sciences and more. According to their website, the library's mission statement is 'To maintain The University of Zimbabwe Library as the leading library in the country and in the region as a whole'.

The University of Zimbabwe was selected from seventy-five project registrations of interest. Case study volunteers were selected from this group based on the following criteria:

- Geographical location and spread
- Stage of development of institution / country
- Size of institution
- Support of the Library Director to participate and the capacity to do so in the time available

### 6.1 Effectiveness of publisher-deployed email to faculty at University of Zimbabwe

SAGE has over 100 faculty and student members at University of Zimbabwe in their contact database. Statistics for this university for the April 2013 publisher-deployed email are:

Campaign	Mail organization name	Delivered	Open	Click	Open %	Click %
April 2013	University of Zimbabwe	107	16	14	15.0%	13.1%

### 6.2 Banner adverts on LinkedIn where user has registered as university faculty

LinkedIn ads promoting access to SAGE products were placed in September 2013 to appear on the right-hand navigation bar of a user's news feed. Impressions show how many times ads appeared; clicks are clicks to the product platform; and CTR is the click-through rate.

Mail organization name	Impressions	Clicks	CTR
University of Zimbabwe	16,181	46	0.28%

### 6.3 Additional activity at University of Zimbabwe

- Distribution of printed posters, user guides, flyers and brochures to students and academic staff in Electronic Resources training sessions throughout 2013
- Live demonstrations of SAGE products during e-resources training sessions
- Brochures and flyers given to students visiting the display at the Library e-resources Open Days in November 2013; posters were also displayed during Open Days
- Publisher-supplied HTML email messages were deployed to faculty by the library in April 2013 and used in further regular promotion to the internal mailing list
- Launched the Library Student Ambassadors to assist in the marketing and promotion of various library products and services
- Electronic resources promotions populate university computer labs and public spaces
- Electronic resources competition for both students and academics as a way of trying to encourage usage of electronic resources
- Training is ongoing in all faculties, especially in February and March of each year
- The library continues to send emails to researchers and academic staff reminding them of the available resources

Forthcoming promotional activity includes live demos of SAGE products, which will take place at the UZ e-resources Open Days scheduled for September 2014, and the appointment of product specific ambassadors including SAGE. Unfortunately banner ads could not be put on the University of Zimbabwe website as their web team were working on updating the current site.

Picture: E-Resources Open Days, November 2013, Ms Nancy Nhendozashe with the microphone and Ms Precious Mwatsiya of the University of Zimbabwe.



#### 6.4 Comment from Precious Mwatsiya, Assistant Librarian, University of Zimbabwe



The acceptance of the University of Zimbabwe to participate in the SAGE library value project brought more than what the University has bargained for. The participation transformed itself into a partnership that the University of Zimbabwe has benefited from immensely. Firstly one of the academics who participated in the survey won himself a 50 pound book voucher. The University of Zimbabwe at large benefited tremendously from the free access to the SAGE platforms which it would not have dreamt of if it were not for the forged partnership.

From the very moment that the free access was activated the University of Zimbabwe Libraries circulated the good news of the free access to the SAGE platforms to the whole University community through email. The library followed this up with an article in the University's official newsletter, the UZ Weekly again informing the University community of this free access and what they stand to benefit from the resources on the SAGE Platforms.

The faculty librarians further promoted the free access and access to SAGE platforms in general by using the database in e-resources training demonstrations. SAGE marketing team had sent some freebies to the library. The faculty librarians gave away SAGE branded pens and some sticky note pads during the e-resources training sessions to academics. They took the opportunity to distribute the brochures for the different SAGE databases. The mousemats that came as part of the goodies were placed in the library computer training laboratory and on computers used to access the catalogue.

The SAGE platforms were also promoted during the Annual e-resources Open Days held in November 2013. A number of SAGE posters were part of the display on the Library Tent that was mounted on the Open Space to showcase the various e-resources databases that are available to the University community. During the Open Days some SAGE pens, brochures and posters were given away to members of the University community who came to the display and those who participated in the e-resources quiz.

The library has this year again requested and received promotional material from SAGE for use during this year's annual e-resources Open Days. It is hoped that this will further increase the University community's awareness and usage of the SAGE platforms.

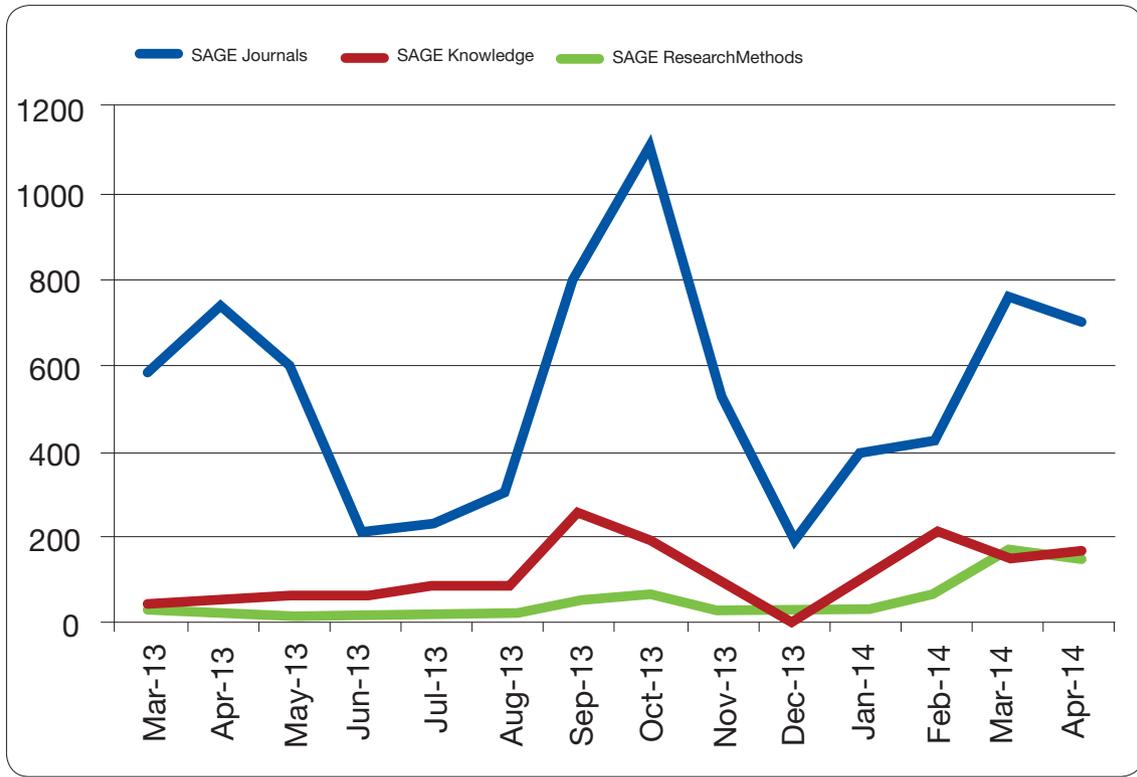
The feedback coming from those who have used SAGE platforms is encouraging. They commended SAGE platforms for both comprehensiveness and ease of use. Some users said they were happy to have unlimited access to the various and useful resources from the SAGE platform which otherwise if it were not for the free access they would have never have dreamt of accessing. According to the Social Sciences Librarian SAGE has the best coverage for the Social Science disciplines.

Others commended the SAGE team for a user friendly platform which is easy to use. The platform was rated as the fastest in terms of downloading speed. According to some users of the SAGE platforms, 'it's a click and the article instantly opens.

**- Precious Mwatsiya, Assistant Librarian,  
University of Zimbabwe, 11 July 2014**



## 6.5 SAGE platform usage statistics for the University of Zimbabwe



The pattern of usage for University of Zimbabwe shows peaks and troughs for all three product platforms. There is a spike in access in March/April and September/October. These correspond with academic semesters and research, but also publisher- and librarian-deployed campaigns and the implementation of other promotional initiatives indicated above.

# 7.0 LIVE CASE STUDY: UNIVERSIDAD NACIONAL AUTONOMA DE HONDURAS



**UNAH**  
UNIVERSIDAD NACIONAL  
AUTÓNOMA DE HONDURAS

Universidad Nacional Autónoma de Honduras (UNAH) was founded over 160 years ago, and the library was opened in 1970.

UNAH was selected from seventy-five project registrations of interest. Case study volunteers were selected from this group based on the following criteria:

- a. Geographical location and spread
- b. Stage of development of institution / country
- c. Size of institution
- d. Support of the Library Director to participate and the capacity to do so in the time available

## 7.1 Effectiveness of publisher-deployed email to faculty at UNAH

Statistics for UNAH for the April 2013, November 2013 and February 2014 publisher deployed emails are:

		Delivered	Opens	Click	Open %	Click %
April 2013	Universidad Nacional Autónoma Honduras	13	4	4	30.8%	30.8%
Nov 2013	Universidad Nacional Autónoma Honduras	15	1	1	7%	7%
Feb 2014	Universidad Nacional Autónoma Honduras	15	3	3	20%	20%

Both the April 2013 and February 2014 campaigns exceeded publisher targets for open and click rates. The low clicks and opens for the November campaign may be suggestive of lower interest towards the end of the year. This is also when usage tails off.

## 7.2 Additional activity at Universidad Nacional Autónoma de Honduras

- Delivered workshops targeted to undergraduate and postgraduate students, as well as some researchers and teachers in faculties
- Library provided personal information about using SAGE in order to solve problems accessing or downloading information (face to face or by email)
- USBs given to faculty members (to those who have asked for more information)
- Printed posters have been distributed within UNAH's libraries, as well as the user guides, brochures and flyers

- Online tutorials have been used to prepare the workshops and also to answer emails to end users
- Mousemats were distributed to researchers
- Electronic Resources competition for both students and academics as a way of trying to encourage usage of electronic resources
- The mobile library project: the library visits faculties and demonstrates which materials are of interest to students and researchers; the library also explains how users can get access to the services that the library offers.
- “The pleasure of Reading” campaign 2013; the library invited some national authors to do a speech about their experiences as a reader and how the library has contributed to their writing
- Promotional material (i.e. brochures, posters and tab dividers) distributed at events with information about the services and resources in the library
- Speeches and presentations in classrooms about the services and resources that the library provides; this activity is aimed at new students
- The “e-Library Congress” event, which is aimed at librarians, but there are also some speeches directed to end users (publishers, researchers, academics and students) in order to promote new services that the library is in the progress of implementing.

As the UNAH website has been undergoing restructuring the publisher was unable to supply banner ads for the university or library website.

### 7.3 Comment from Patricia Villalobos Marquina, Biblioteca Central, UNAH



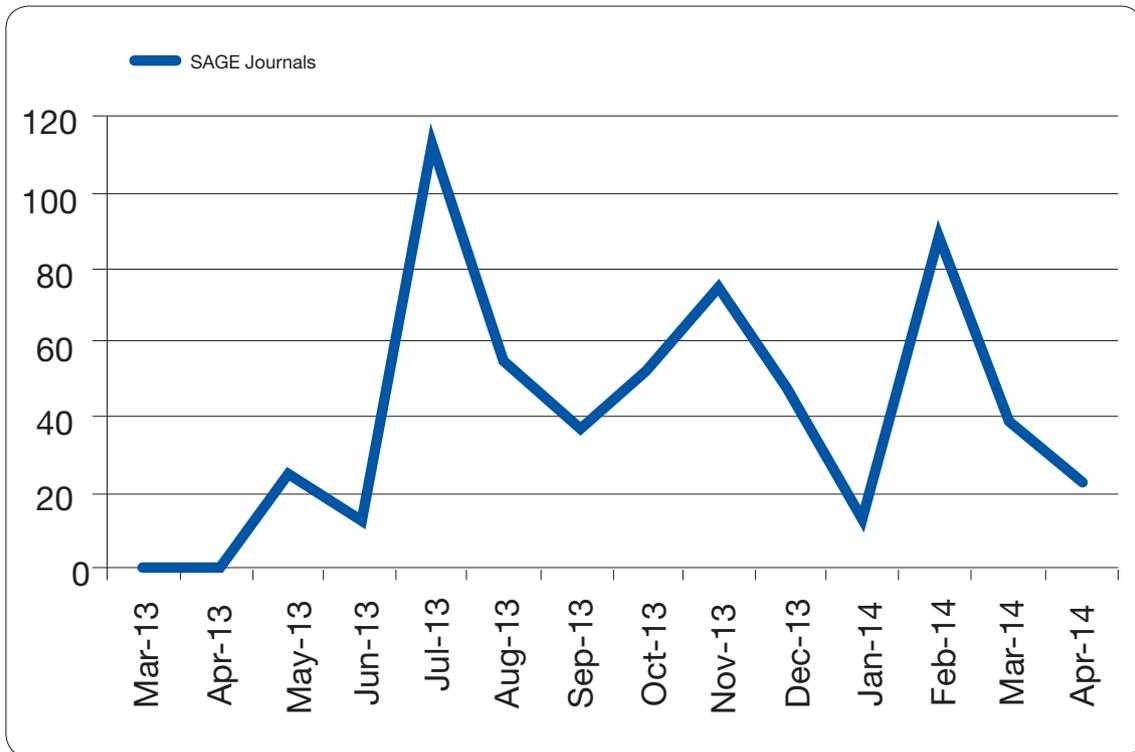
Working with SAGE has led the UNAH to count an open door opportunity to access a vast world of scientific knowledge, allowing access to various sources of fundamental research information. It has helped strengthen the services offered to the researcher from the Library, positioning it as a place that contributes to the strengthening of research.



**- Patricia Villalobos Marquina, Coordinadora de Biblioteca Central,  
Departamento de Sistema Bibliotecario**

#### 7.4 SAGE platform usage statistics for UNAH

NB: UNAH focussed on dissemination of access to the SAGE Journals platform.



The pattern of usage for UNAH shows usage starting when the first campaign was deployed and peaks again in November 2013 and February 2014 when subsequent awareness driving campaigns were mailed.

## 8.0 LIVE CASE STUDY: MAKERERE UNIVERSITY, UGANDA



Makerere University is one of the oldest and most prestigious Universities in Africa and the largest university in Uganda. The University offers programmes to a student body of about 35,000 undergraduates and 3,000 postgraduates (both Ugandan and foreign). It is also a very active centre for research.

Makerere University library collection consists of over 600,000 monographs with an annual addition of about 2,500 print books and 100 electronic books excluding donations and exchange, over 12,000 titles of bound Serials/ Periodicals and an annual subscription of about 200 titles of print Serials/ Periodicals and over 27,000 titles of electronic journals.

Makerere University was selected from seventy-five project registrations of interest. Case study volunteers were selected from this group based on the following criteria:

- a. Geographical location and spread
- b. Stage of development of institution / country
- c. Size of institution
- d. Support of the Library Director to participate and the capacity to do so in the time available

### 8.1 Effectiveness of publisher-deployed email to faculty at Makerere University

SAGE has over 200 contacts at Makerere University in its contact database. The statistics for the three campaigns are:

		Delivered	Opens	Click	Open %	Click %
April 2013	Makerere University	273	57	50	21%	18%
Nov 2013	Makerere University	238	44	23	18%	10%
Feb 2014	Makerere University	233	28	10	12%	4%

The statistics exceeded or approached the publisher targets for open and click rates. As seen in the overall figures, the third phase of the campaign series had the lowest click and open rates. This is expected as the first campaign in the series drives awareness and usage, while subsequent campaigns serve as reminders.

## 8.2 Additional activity at Makerere University

- Ran a competition in May 2014 among library users to win £150 worth of SAGE books. The award encouraged usage of SAGE platform content.

Left: Jacqueline Nakazibwe receiving the voucher on behalf of Dr. Jude Sempebwa from Mr. Andrew Mwesigwa the Head of Digitization Unit, Makerere University Library.



## 8.3 Comment from Andrew Mwesigwa, Head of Digitization, Makerere Library

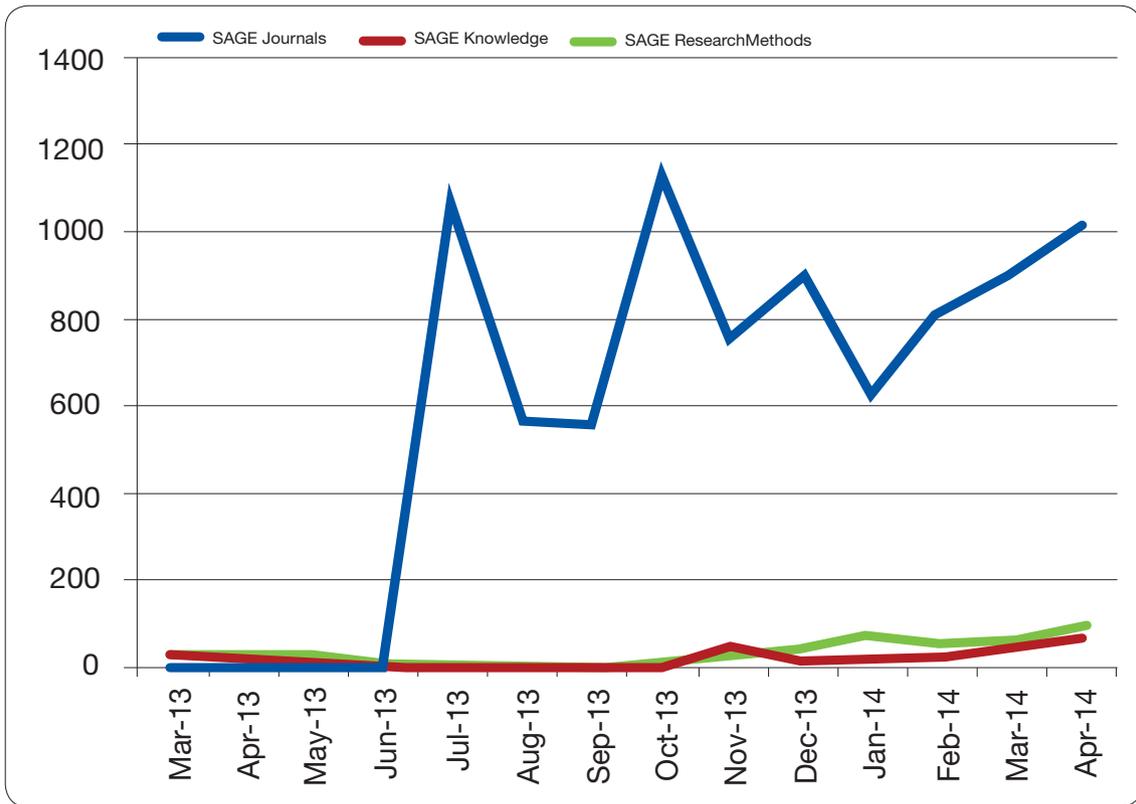
### How do you promote your services to the academic staff?



- Makerere University library organises familiarisation workshops for academic staff
- The library participates at scholarly writing and research management workshops
- Through regular interaction and advocacy at academic board meetings
- The library organises regular open days at the main library and branch libraries such as events of open access week, world library day celebrations
- Via engaging the selective dissemination of information service for particular identified university departments
- Proactivity of librarians at colleges and schools of the university and their involvement in decisions pertaining to library management
- Participation in joint research projects with other academic units which provides an avenue for advocating library visibility



#### 8.4 SAGE platform usage statistics from Makerere University



The pattern of usage for Makerere University shows usage starting when the first campaign was deployed and peaks again in November/December 2013 and February/March 2014 when subsequent awareness driving campaigns were mailed. Again this corresponds with academic semesters and research, but also publisher- and librarian-deployed campaigns and the implementation of other promotional initiatives indicated above.

## 9.0 LIVE CASE STUDY: OBAFEMI AWOLOWO UNIVERSITY, NIGERIA



Obafemi Awolowo University was founded in 1962 and teaches across 82 departments. The library covers four floors, houses 250,000 volumes and can seat 800 readers.

Obafemi Awolowo University was selected from seventy-five project registrations of interest. Case study volunteers were selected from this group based on the following criteria:

- Geographical location and spread
- Stage of development of institution / country
- Size of institution
- Support of the Library Director to participate and the capacity to do so in the time available

### 9.1 Effectiveness of publisher-deployed email to faculty at Obafemi Awolowo University

SAGE has over 300 contacts at Obafemi Awolowo University.

		Delivered	Opens	Click	Open %	Click %
April 2013	Obafemi Awolowo University	342	78	66	23%	19%
Nov 2013	Obafemi Awolowo University	222	37	20	17%	9%
Feb 2014	Obafemi Awolowo University	223	28	17	13%	8%

The statistics exceeded or approached the publisher targets for open and click rates. As seen in the overall figures and at Makerere and above, the third phase of the campaign series had the lowest click and open rates. This is expected as the first campaign in the series drives awareness and usage, while subsequent campaigns serve as reminders.

### 9.2 Banner adverts on LinkedIn where user has registered as university faculty

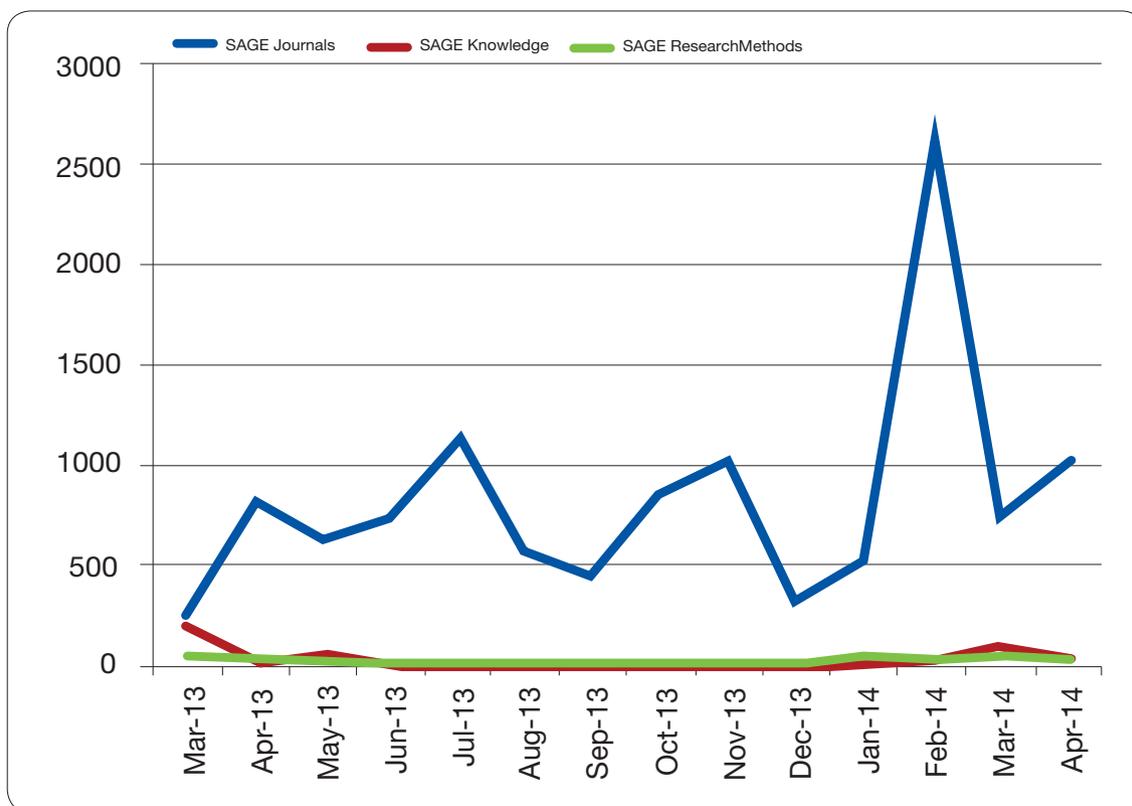
LinkedIn ads promoting access to SAGE products were placed in September 2013 to appear on the right-hand navigation bar of a user's news feed. Impressions show how many times ads appeared; clicks are clicks to the product platform; and CTR is the click-through rate.

LinkedIn adverts on faculty registered pages	Impressions	Clicks	CTR
Obafemi Awolowo University	16,760	66	0.39%

### 9.3 Additional activity at Obafemi Awolowo University

- The library created a landing page on their website highlighting details of the free access to SAGE platforms
- Posters were put up and librarians deployed the HTML email provided by the publisher to faculty in March 2013

### 9.4 SAGE platform usage statistics from Obafemi Awolowo University



While usage of SAGE Journals fluctuated throughout 2013, a large spike in February coincides with a campaign being deployed to users. SAGE Knowledge and SAGE Research Methods also show increases in usage around the same time. The March increase coincides with posters being displayed in the library and in September/October 2013 with adverts placed on social media.

## 10.0 CONCLUSION

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**Library Value in the Developing World** (McCreadie, 2013) reported that faculty and end users are not always aware of all the services offered by their library. These marketing case studies explored how publishers can contribute to libraries in the developing world beyond making content available.

The effectiveness of marketing channels to drive resource awareness and usage of resources offered through the library was measured and it was discovered that it is not only usage of e-resources that can be enhanced by increased communications between the library and its users. Perceptions of value, in both the eyes of users and senior management, may also be improved.

Publishers can support libraries in their communication and marketing activities in numerous ways. There can be constraints on these activities in the developing world due to limitations of staff resources, infrastructure and low bandwidth issues.

However there are ways of working around these issues to ensure that developing world libraries can benefit from this interaction and support.

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# 12.0 APPENDICES

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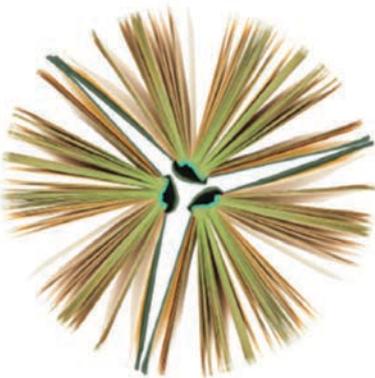
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- Appendix 1: Part of SAGE awareness driving email campaign (HTML)
- Appendix 2: Part of SAGE awareness driving email campaign (text only version)
- Appendix 3: Banner ad with the university name
- Appendix 4: Banner ad for the university library website
- Appendix 5: LinkedIn ad
- Appendix 6: Posters and brochures
- Appendix 7: Digital user guide
- Appendix 8: Online tutorials and demos
- Appendix 9: SAGE competition postcard for faculty

