International Conference on GenNEXT Libraries

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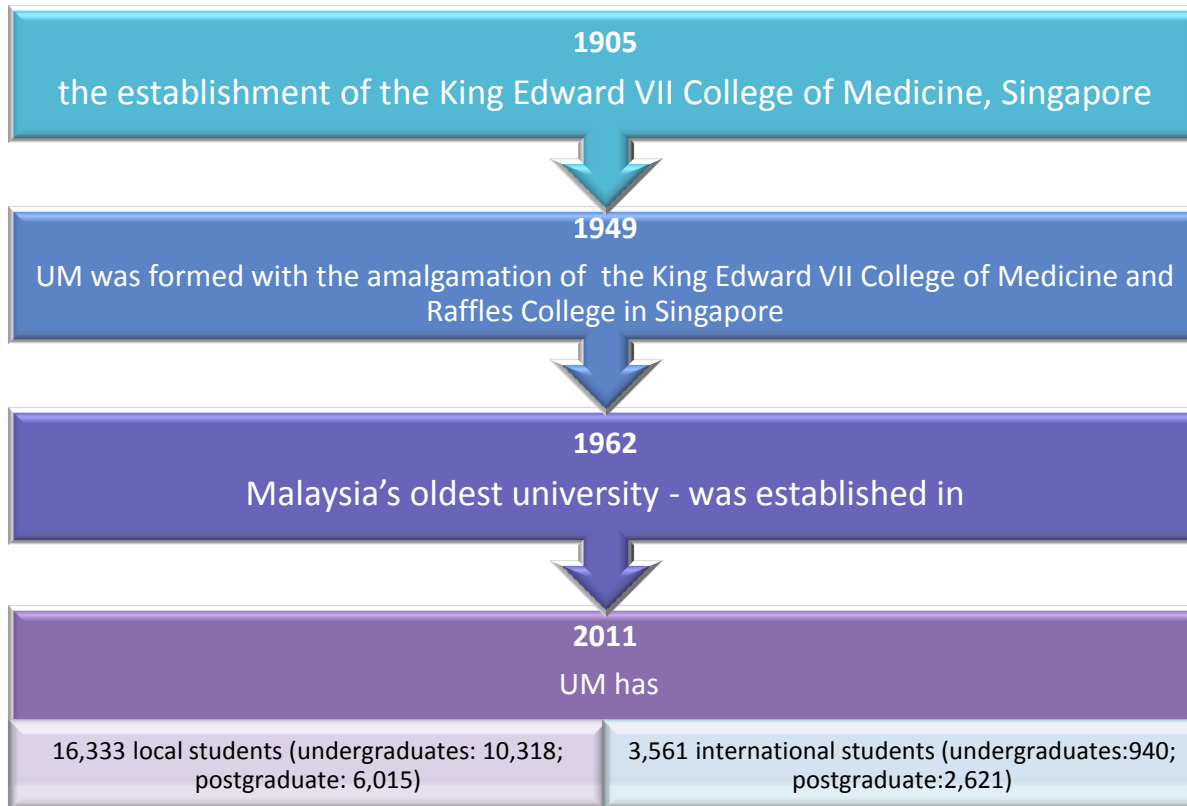
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The SWOT Analysis:

Marketing and promotional strategies used at the University of Malaya Library

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UNIVERSITY OF MALAYA

The Leader in Research & Innovation

About University of Malaya (UM)

1905

the establishment of the King Edward VII College of Medicine, Singapore

1949

UM was formed with the amalgamation of the King Edward VII College of Medicine and Raffles College in Singapore

1962

Malaysia's oldest university - was established in

2011

UM has

| 16,333 local students (undergraduates: 10,318; postgraduate: 6,015) | 3,561 international students (undergraduates:940; postgraduate:2,621) |

About University of Malaya Library (UML)

- The UML was established in 1959
- currently has a total collection of more than a million titles

Main Library	3 Branch Libraries	8 Special Libraries
• Chief Librarian General Office • 50 librarians • 200+ support & technical staff	• Medical Library • Za`ba Memorial Library • Law Library	• Languages and Linguistics • Engineering • Indian Studies • Dental • Built Environment • Islamic Studies • East Asian Studies • Malay Studies

About University of Malaya Library (UML) - Divisions

- Acquisitions
- Academic Services
- Client Services
- Information Skills
- Information Systems
- Catalogiung & Metadata
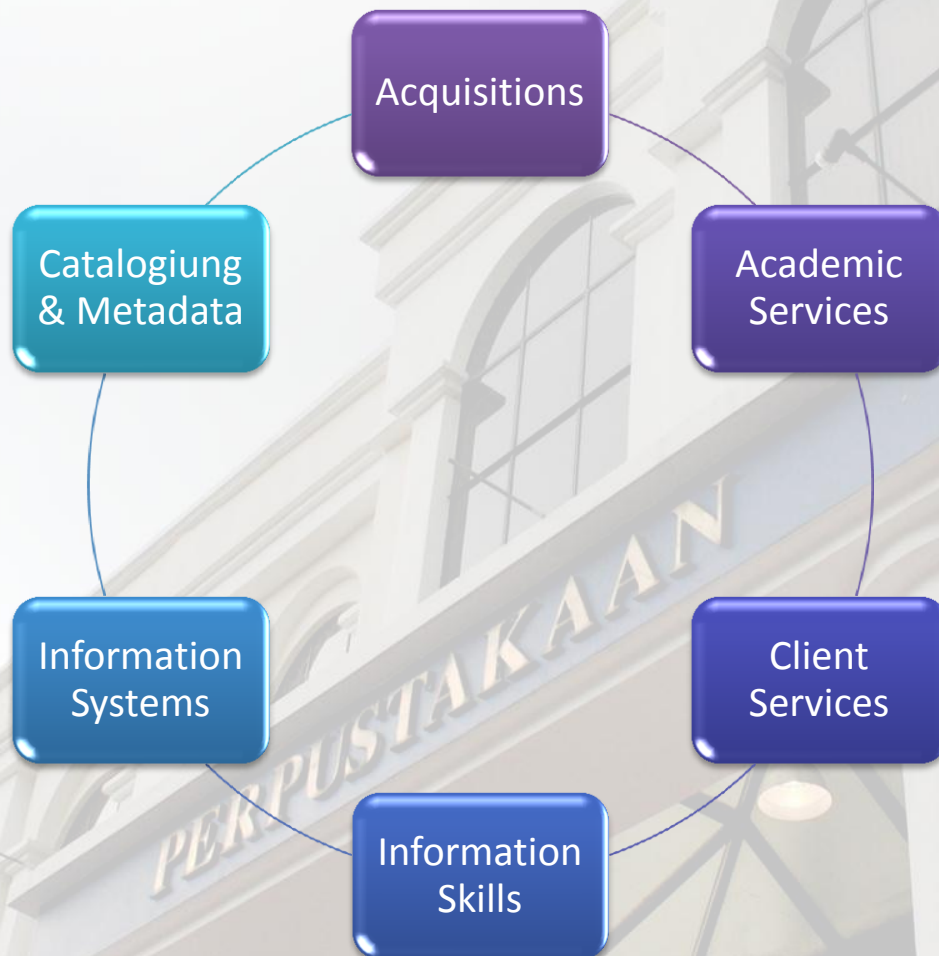
Why is Promotion Crucial?

- **Kotler (1979) -** libraries need to realize that marketing is not simply promotion but should reflect a service improvement and added value.

- **Madden (2008) -** highlighted the challenges which includes attracting and retaining users through the information services, sufficient marketing and promotion of information services, generating enough funds, keeping information up-to-date, creating bechmarks and standards and developing information policies and strategies.

SWOT Analysis: Strategies and Action Plans

Strengths

A vast amount of collection	Strategic location	New technology	Qualified staff
• A large poster showing the collection size should be placed in all strategic areas of the Library or the University	•7 km from the city of Kuala Lumpur • easily accessible through various public transports such as buses, feeder buses from the LRT (*Light Rail Transit*) station and taxis • should be able to make UML a "one stop center" and a "second home" to users • extended opening hours until 12 am	• QR code for mobile access • SMS (Short Messaging System) alerts • Social media - Facebook	• most of the librarians hold a Master Degree in Library and Information Science. • with higher academic qualifications and experiences, they are able to serve the users well.

SWOT Analysis: Strategies and Action Plans

Weaknesses

Out-dated structures

- The collection may be arranged in a more attractive and easily accessible manner
- a collection of new books or free reading books should be placed ten feet from the entrance to create the mood for books as soon as users enter the Library

Limited parking area

- construction of a multi-level parking space

Other Web 2.0 applications

- YouTube can be used as a medium to broadcast the procedure on how to borrow books, video tutorials to train users on how to use library resources and access various services in their Library
- Wiki
- Twitter

SWOT Analysis: Strategies and Action Plans

Opportunities

Conduct classes

Information Skills course - compulsory undergraduate university course

training sessions and user education (*EndNote* class, *Turn-it-in*, and Information Skills Sessions for postgraduates)

roadshows and workshops

some lectures for the Master of Library and Information Science course

Actively involved in conducting research

enhance the Library's image as an active partner in research

Collaborates with the FCSIT, UM to organize ICoLis

By organizing international conferences, UML would be promoted at the national, regional and international levels

SWOT Analysis: Strategies and Action Plans

Opportunities

Publishing library brochures

Info@UMLib, booklet, pocket guide and Library Bulletin (*KekalAbadi*) which are distributed to organizations and individuals by post

The publications are uploaded into the library's website (http://umlib.um.edu.my) which has unlimited access

Library Carnival

A way of promoting and getting the librarians and Library management to keep in contact with their users.

donating blood, books take-away, quizzes, lucky draws and 50% discount on the late return of books

do attract many users to come to the Library

Outreach programme

School Adoption Project (*Projek Anak Angkat*) can bring the Library to the external community

SWOT Analysis: Strategies and Action Plans

Opportunities

Re-branding

The Library's URL (http://umlib.um.edu.my), phone number, address or other library information should be printed on souvenirs such as t-shirts, badges, car stickers, non-woven bags, pens, files and umbrella in order to promote UML

Participating in the Innovative and Creative Group

can promote the Library and librarians to the campus community as they have to settle existing problem via the development of a product or enhancement of a service

Photography Contest

encourages users to get to know more about the resources, facilities and services that are available at the Library

selected photographs can be used as library materials or as a cover for library publications

SWOT Analysis: Strategies and Action Plans

Threats

Changing perception

The rapid development of digital technology has to some extent undermine the role of the Library

>> Library has to keep-up with technology

The emergence of big book stores

with attractions such as their interior decoration, allowing users to read books and the presence of a cafe inside the book store are making the Library less popular

>> Library should also implement this concept

High amount of expenses

for the subscription to online databases and electronic full-text resources has to be borned by the Library

>> This is a necessity since there is a high demand for them from the users

The Impact of the Promotion

UML has:

➢ witnessed a significant increase in its usage.

➢ received many visitors especially librarians (local and international).

➢ been approached by many libraries wanting to model themselves after UML, especially our Interaktif Portal and the Web of Science renumeration system.

Conclusions

> With the existence of resources, facilities and services that exceed users' expectations, it goes to show that the Library has effectively promote its services.

> If users' expectations of the Library is very low since most users accept the Library as it is, but with effective and consistent promotion, the Library is able to change this perception.

> Strategies and action plans designed to meet users' needs could indirectly enhance and strengthen the image of the library as an information centre that can compete with other information centres such as bookstores, electronic media and others.

> In conclusion, promotion and marketing of the library is important and there is a need for libraries to enhance their organization inline with users' need.

Thank You

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