

Augmenter sa visibilité par une approche marketing ciblée

Mylène Pinard, bibliothécaire de liaison
Bibliothèque du campus Macdonald
Université McGill



McGill

Library
Bibliothèque

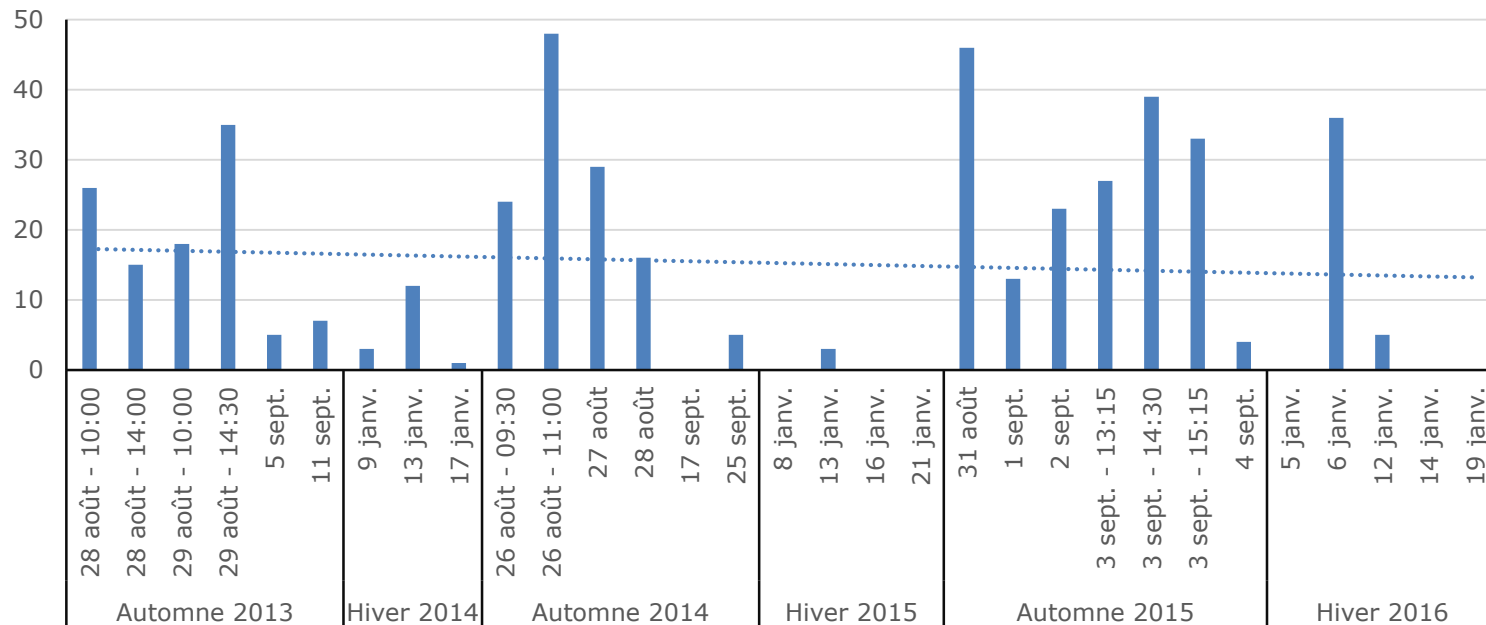
Campus Macdonald



Problématique

- Baisse du taux de participation aux ateliers

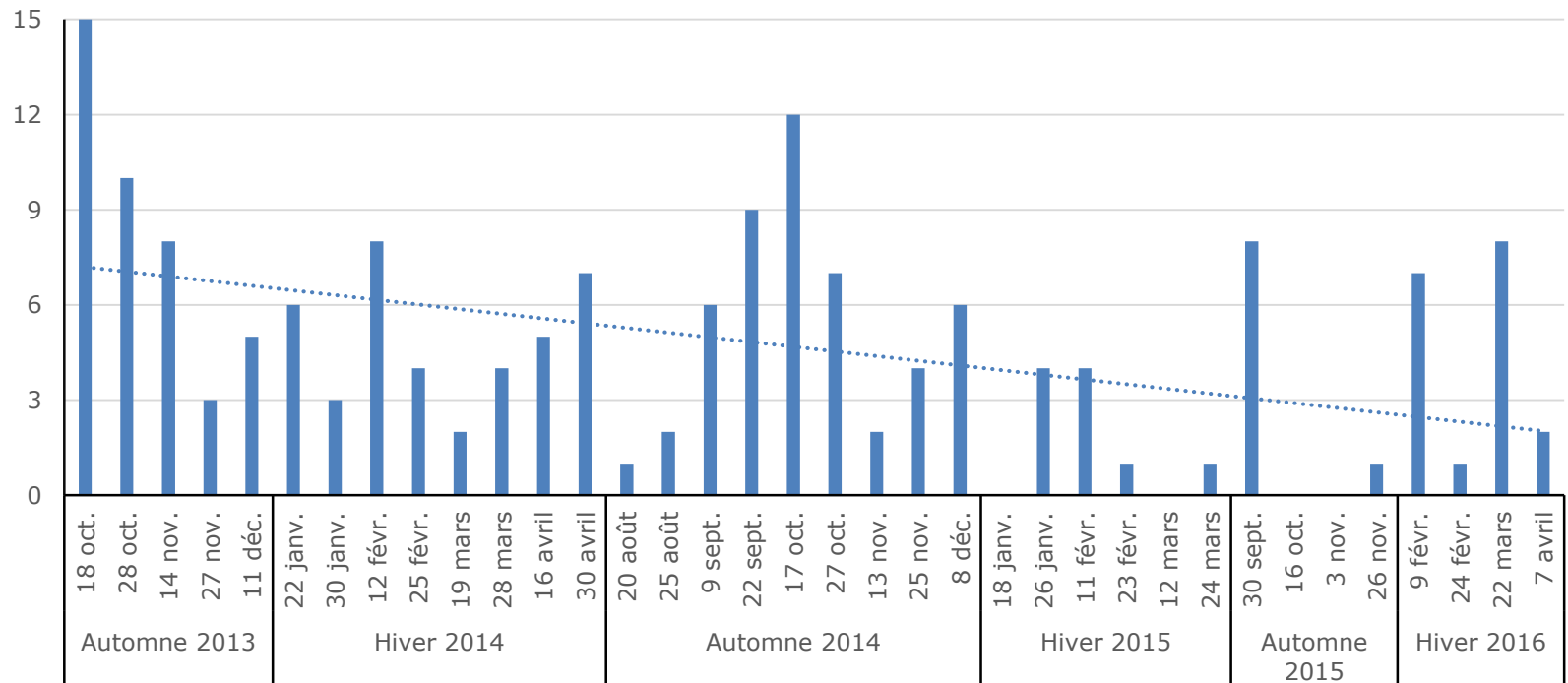
Getting started



Problématique

- Baisse du taux de participation aux ateliers

EndNote Essentials



Problématique



Analyse

- Offre de services :
 - Aide à la recherche/référence
 - Ateliers en bibliothèque
 - Formations en classe
 - Collections
 - Salles de travail
 - Heures d'ouverture

Analyse SWOT

Forces

Services et collection

Accès 24/7 au catalogue et
aux bases de données

Lieu

À distance de marche du centre étudiant

Équipe

Excellent service à la clientèle

Faiblesses

Services et collection

Perception : «Tout est disponible sur Internet»

Lieu

Heures d'ouverture

Marketing et communication

Usagers : méconnaissance des offres

Bibliothèque : faible visibilité

Possibilités

Nouveau service qui répond à un besoin

Communication et marketing

Nouveaux membres de la faculté

Menaces

Heures d'ouverture limitées

Compétition pour le temps des étudiants

Augmentation du coût des publications

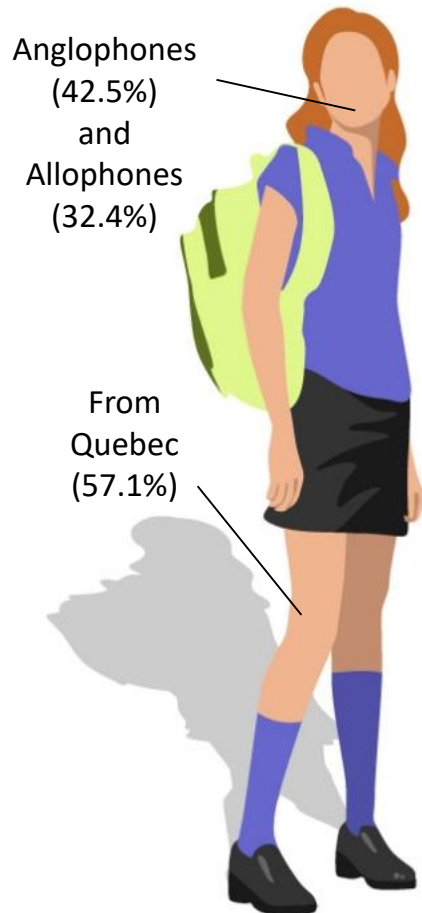
Perceptions du rôle de la bibliothèque



Usagers

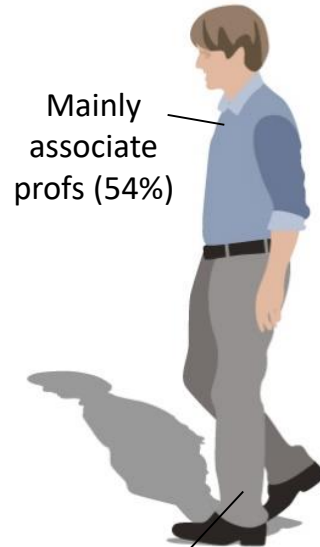
Undergrads

1,314 students



Faculty members

115 active



NRS has the most profs (22), followed by plant sciences (16)

FMT student

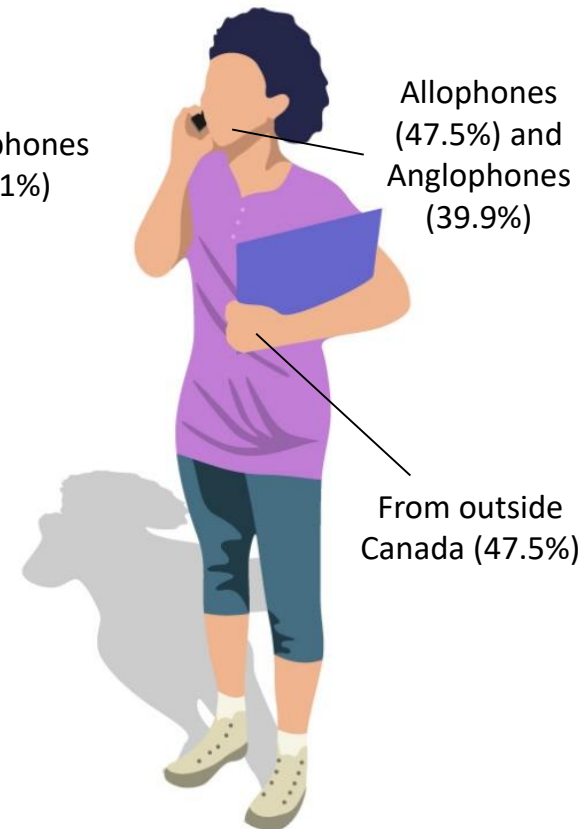
116 students



From Quebec (85.7%)

Grad students

612 students



Communication et marketing



Exemples d'affiches



Are you saying
that I don't have to
manually write my
citations and
references?

EndNote Essentials

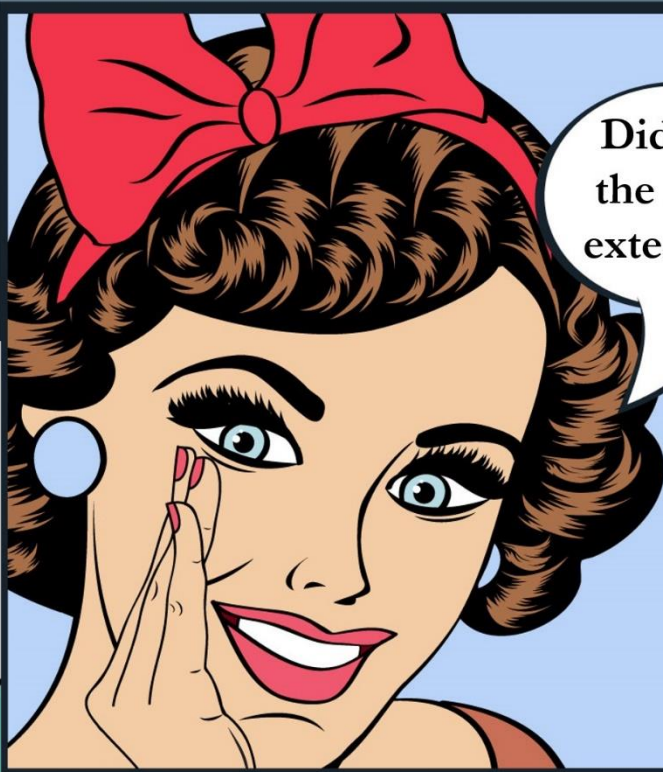
Wednesday, Jan. 24 at 10 am
Monday, Feb. 26 at 2 pm
Tuesday, March 20 at 10 am
Wednesday, April 4 at 2 pm

To register:
tiny.cc/Macworkshops



 /maclibrary

 **McGill** | Library
Bibliothèque



Pssst!
Did you know that
the library now has
extended study hours?

Now open
Monday to Thursday until 10 pm
Friday, from 9 am to 5 pm
Saturday, from noon to 8 pm
Sunday, from 11 am to 7 pm

Courtesy of the Faculty
of Agricultural and
Environmental Sciences, the
MCSS and the McGill Library

 /maclibrary

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Bibliothèque

Exemples d'affiches

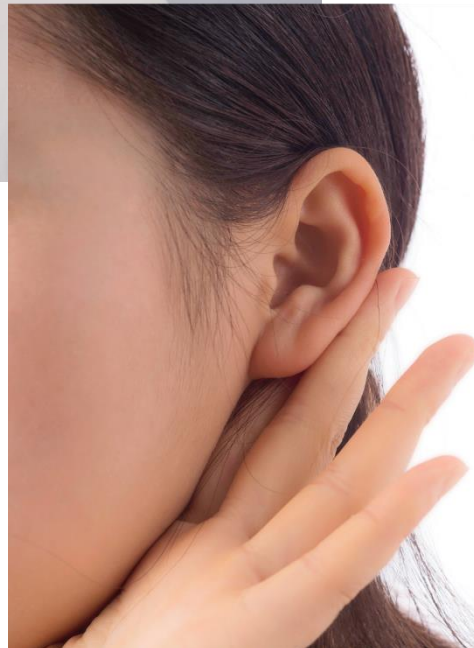
Shout it out!

The library's extended study hours start on February 5th!



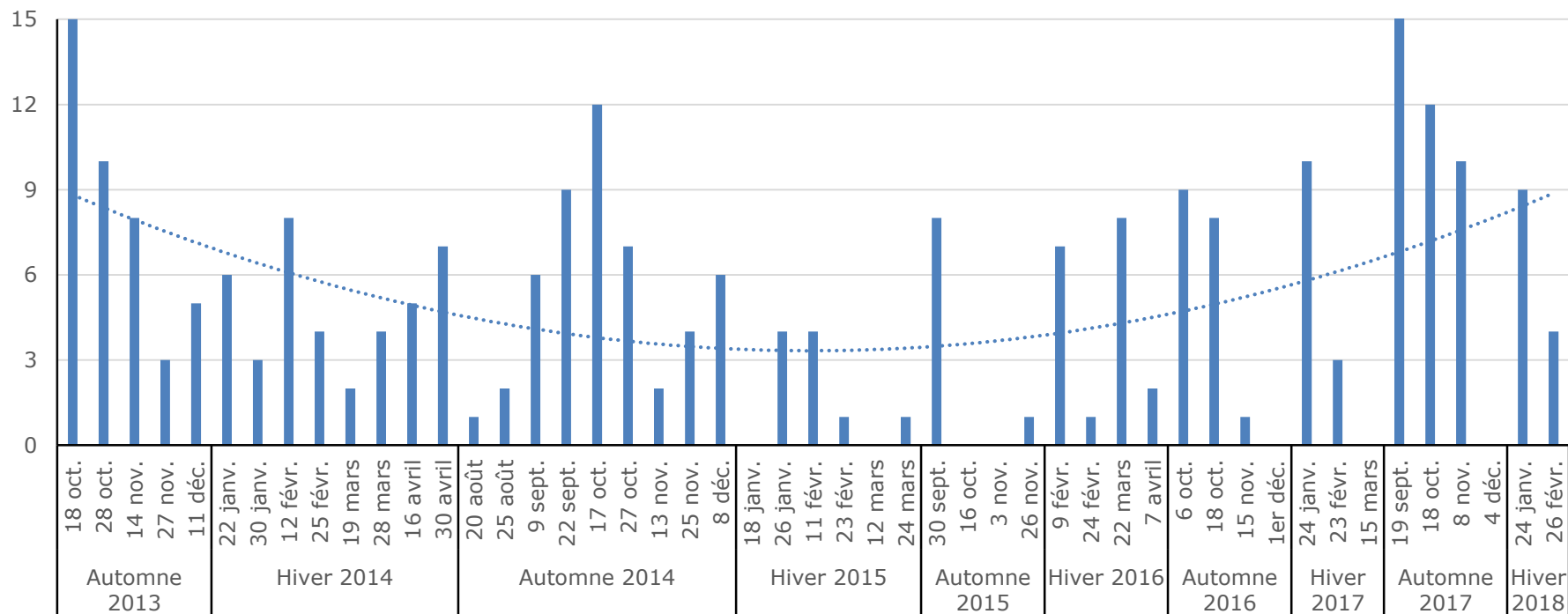
Don't keep it a secret!

The library's extended study hours start on February 5th!



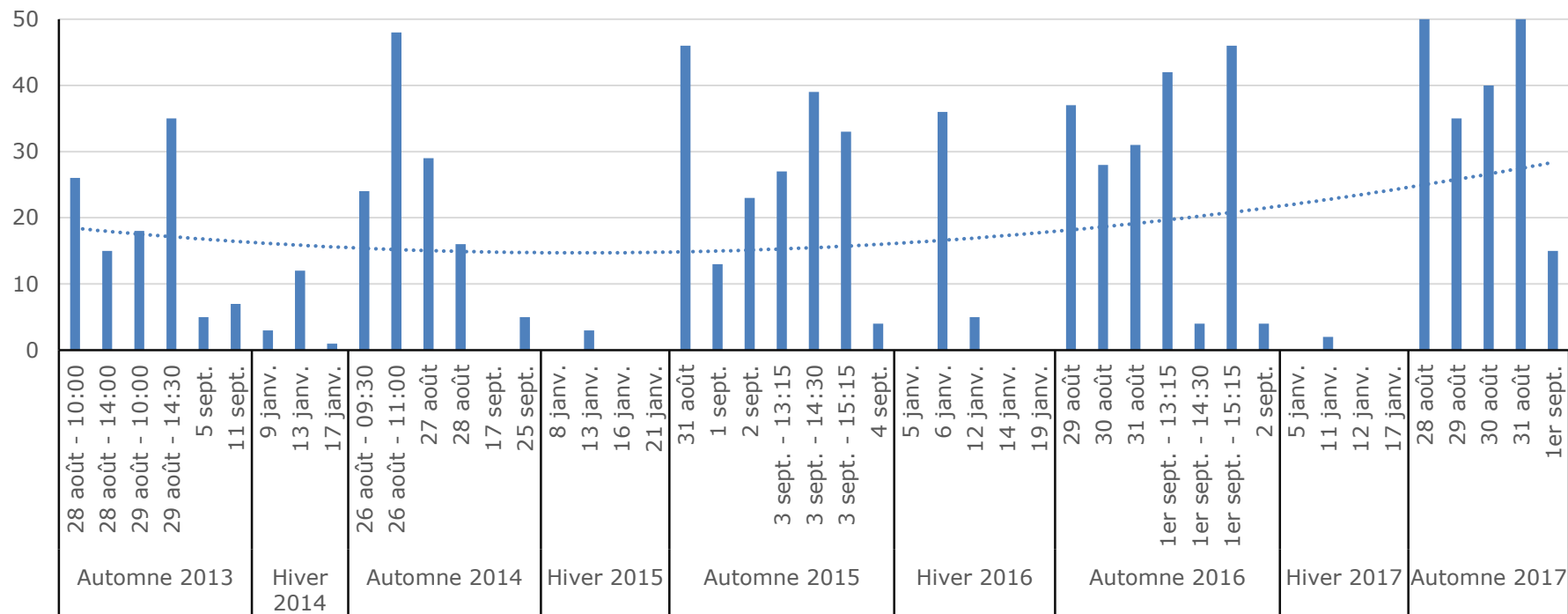
Résultats

EndNote Essentials

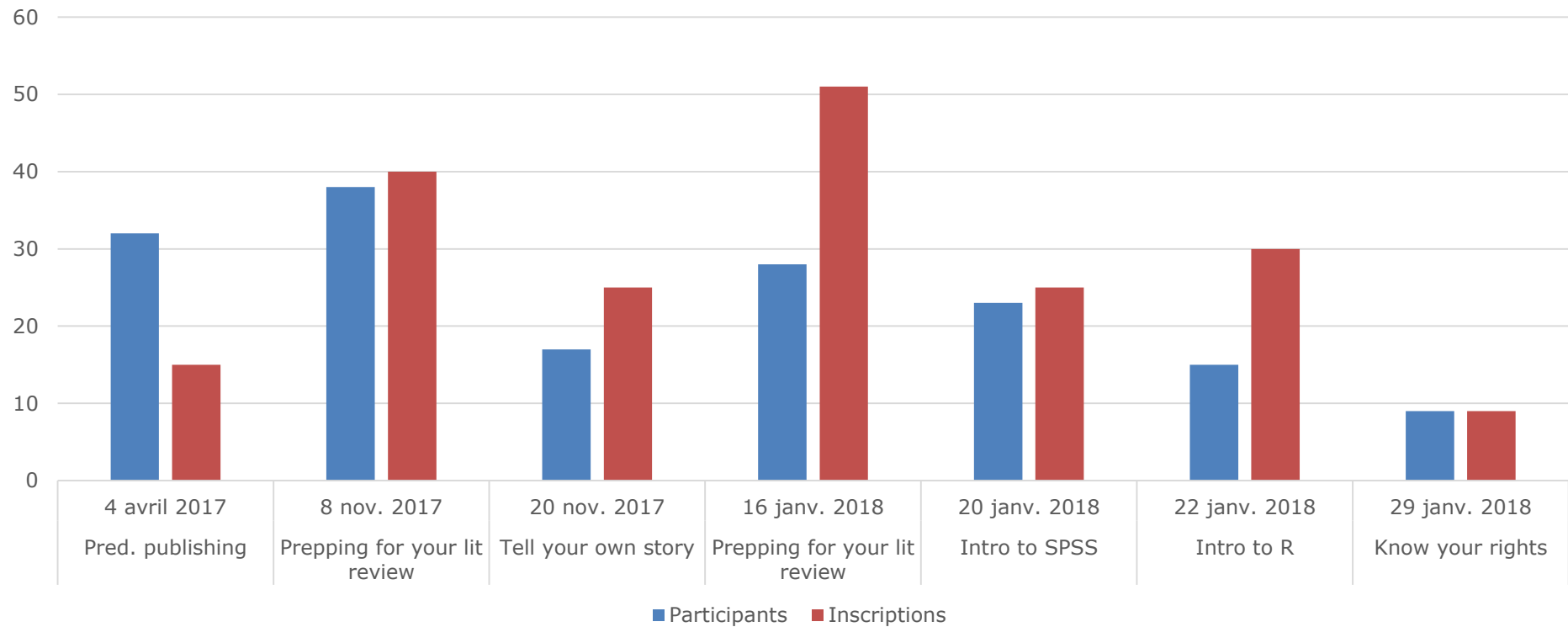


Résultats

Getting started



Autres ateliers



Panel sur la communication scientifique

S SCIENCE LITERACY WEEK

Big words, big misunderstandings Communicating science to the public

Thursday, September 22, 2 pm
Macdonald-Stewart Faculty Lounge (MS2-022)



Dalal Hanna
PhD student and
Aquatic Conservation
Ecologist



Dr Tim Geary
Director of the Institute of
Parasitology and Canada
Research Chair in Parasite
Biotechnology



Dr Elsa Vasseur
Assistant Professor and
Associate Chairholder of
the NSERC/Novalait/
Dairy Farmers of Canada/
Valacta Industrial Research
Chair in Sustainable Life of
Dairy Cattle



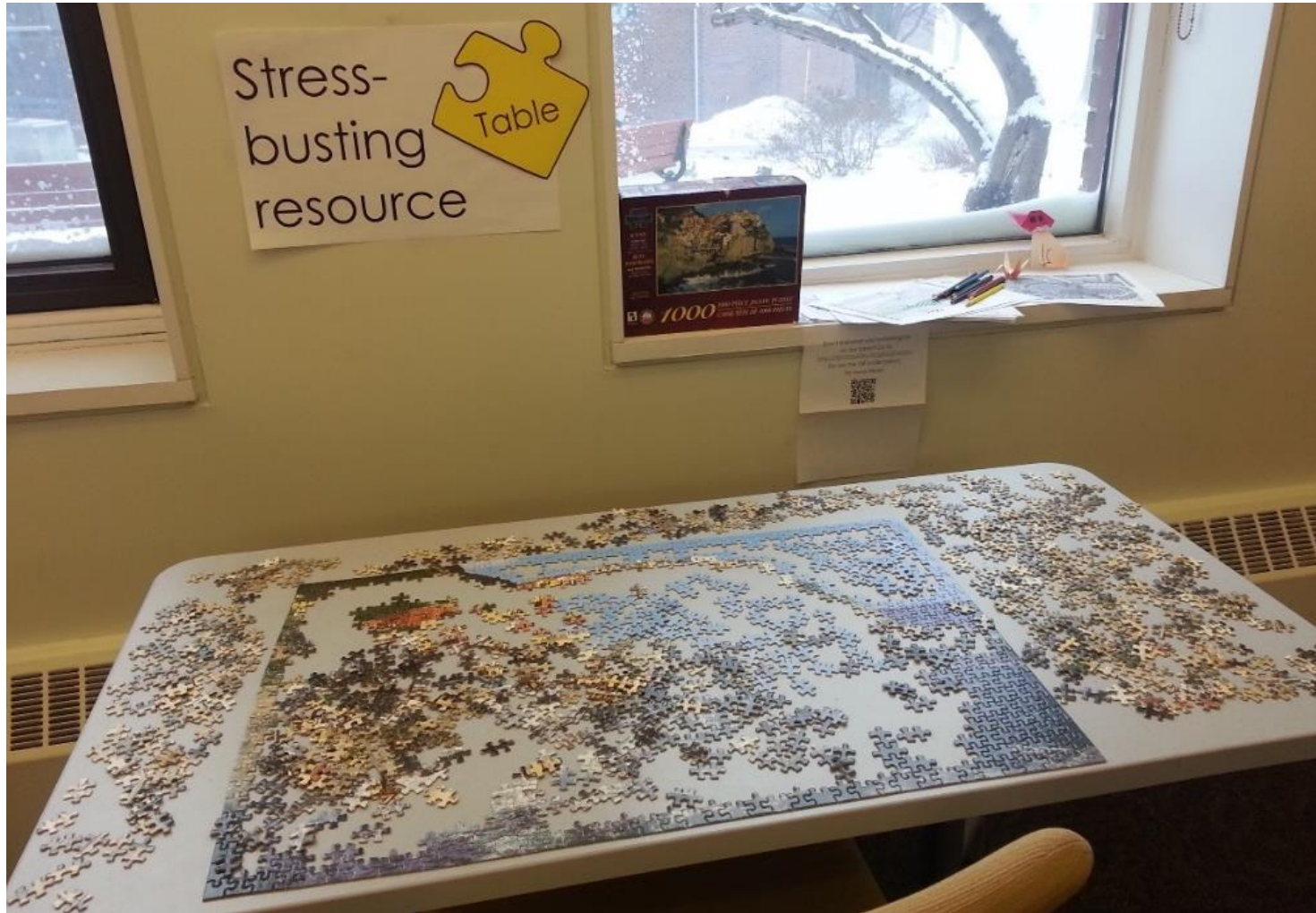
George McCourt
Senior Faculty Lecturer and
Associate Director
of Undergraduate Affairs,
McGill School of
Environment



Marianne Falardeau
PhD student and
Arctic Scientist

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Bibliothèque

Table d'activités pour contrer le stress



Bibliothèque de semences



Première bibliothèque de semences en milieu universitaire au Québec

En 6 mois, 250 inscriptions et 600 « prêts » de semences

Questions?

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