8. Better promote/market Library
   - SP2: Start wiki and implement ideas even before consultant is hired
   - Library communications person in Development office – use them. Integrate into starting points
   - Haas School of Business has a marketing team. Website, media relations, highlighting students, etc. Need more than 1 person
   - Culture concern: difficult to come to agreement re: overall look and feel
   - Need specific promotion of projects.
   - Develop icon and/or logo for Library
   - Need more graphics people – ongoing support. Method of functioning
   - Students recommend how to promote our services to other students re: what services we offer
   - Use existing mechanisms to reach faculty, etc.
   - Use RSS feeds, etc.
   - Dramatic, all-out promotion thing
   - Put something in Chron. Of Higher Education – provosts, etc. re value of libraries
   - Need to decide what’s most important to us
   - Segment. E.g. new faculty reception in fall. Different marketing opportunities
   - Improve awareness of our collection
   - Have good relationship with the media
   - Do we need internal marketing to ourselves?