Getting Attention: How we Used an Anniversary to Promote the Library to our Hospital System and Beyond

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We embarked on a year-long publicity campaign, taking advantage of a significant anniversary – 70+ years of librarian services – to reach out to Kaiser Permanente’s geographically dispersed employee base. Celebrating our anniversary gave us a “stage” from which to speak with a cohesive voice to various parts of our organization. We followed this multi-pronged approach:

SHOWCASE OUR TALENT

Make our librarians more visible online & in person

We made the library more findable by working with webmasters across the company to update our intranet sites and feature the Library in the online department directories. Our library team is now more identifiable to Kaiser Permanente Employees and Members by wearing kpLibraries and Librarian badge buddies.

Create special celebration logos

A talented teammate designed a set of anniversary logos that we used on the library website and event announcements, as well as in various regular email and Ask a Librarian communication with patrons and colleagues.

SING OUR OWN PRAISES

Develop a 70-year timeline of company & library history

Our timeline of significant milestones conveys the message that the library has been integral to the organization since its founding, and that librarians are essential players in providing high-quality patient care. The timeline has been entered into the Kaiser Permanente archives, making the library a tangible part of company history.

https://kplibraries.libguides.com/70years

Publicize our anniversary to internal & external audiences

We sent celebration announcements to our company’s employees, local and national librarian organizations, and alumni associations.

MAKE NEW FRIENDS & KEEP THE OLD

Forge alliances with internal departments

We collaborated with the archivist to tell our story to a broad audience. His article tracing the history of kpLibraries appears in:

A History of Total Health
https://kaiserpermanentehistory.org

To highlight our connection with NLM and educate a broad range of employees on a hot topic, we hosted a traveling exhibit, taking the opportunity to engage our organization’s public affairs, health education, and volunteers departments.

Recognize loyal customers

We decided to wrap up our anniversary year by acknowledging and thanking our most frequent library users with a personalized email and small token of appreciation, reinforcing the notion that the librarian is the most important part of the library.

https://kaiserpermanentehistory.org