

From the Editor's Desk:

Welcome to this Special Issue of *Indiana Libraries* focusing on marketing library services. I'm Greg Youngen, Associate Dean of Library Services at Indiana State University, Terre Haute, and beginning this year will be serving as editor of the journal. The focus and scope of *Indiana Libraries* is to be... "the forum for exploration and discovery on diverse topics that relate to and enhance librarianship." I intend to carry on the excellent work of the previous editors and encourage everyone to consider sharing your professional experiences in the development of library services, resources and leadership in the field. Having reviewed the programs of the district conferences and through attendance, I know there are a great number of outstanding examples of projects and reports that can easily be turned into manuscripts for submission to the journal. I encourage everyone to support *Indiana Libraries* by sharing your experiences. We can't do it without you.

I would especially like to thank our outgoing editor, Kristi Palmer for years of hard work and dedicated service to the journal. I'm also looking forward to working with Tisa Davis at ILF. This journal wouldn't see the light of day without her support and behind the scenes efforts in editing and production. Finally, I'd like to thank the ILF Publications Committee for giving me the opportunity to take a leadership role in overseeing the leading library research publication for the State of Indiana.

I hope you find this special issue on Marketing Library Services useful. Susan Akers and Willie Miller, IUPUI Library are to be commended for conceiving the idea and making it happen.

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Special Issue: Marketing Library Services

Not too long ago, our hospitals, libraries and churches didn't have to engage in marketing and promotional activities. Simply put, members of the community were aware of their locations and services and used them when needed. In the past several years, non-profit organizations have realized the benefits of developing marketing and outreach strategies used by businesses and tailoring them to their own needs.

The demand for continuing education sessions on library marketing, public relations and branding has skyrocketed over the past few years. Many libraries have built into their budget funds for marketing and promotions. In a nutshell, library marketing is to know and understand library visitors and potential visitors so that services and resources are used toward satisfying those needs effectively. Developing a marketing plan enables us to focus our efforts on the library's goals and objectives, to identify target audiences and how to best reach them, and to develop a communication and outreach strategy with measureable tactics to support the goals.

As librarians and library staff, we are all involved in the process of marketing, the essence of which is to determine what users want, then setting out to meet those needs. In this issue, authors share their experience and insight on developing a marketing plan, rebranding, developing a logo, and other topics.

Susan Akers, Indiana Library Federation and Willie Miller, IUPUI Library