

Marketing Strategies of Tuku Vocational High School's

(TKVS) Library in Taiwan

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Introduction

Traditionally, rather than using books in the library, a typical Asian student preferred reading and studying from textbooks in order to pass the college entrance examination. Likewise, this trend was the same in the small suburban town in Taiwan like Tuku with the area is 46 square kilometer, its population of 32,000 people, and 70% of its population is farmers. Due to its agriculture background, there are only two libraries to service its residents. One is the public high school's library that belongs to Tuku Vocational High School that has approximately about 28 classes and 1000 students while the other is Tuku's public library. Owing to the textbooks edition from one to many, the exam content has changed a lot from the past to the present. In order to master the examination, multiple facets of literacy should be mastered. Because of this, library should be gaining popularity than before. In contrary, this was not the case. Library books were seldom checked out according to the electronic tracking system for library books. From three years ago, the average of books checked out was below 15 per day. That average has steady climbing to about 120 with the maximum around 370. Recently, by conducting an open-end questionnaires and chatting with its students, it was found that some marketing strategies are needed to educate them the importance of utilizing the books in the library as the primary source of mastering multi-facets of literacy instead of textbooks.

The marketing strategies that will be utilized by the school are as followed:

- Upgrade and enhance previous system to promote "Online Index" and "Periodical Article Delivery Service."

Since there is countless of periodicals in Chinese and Western language published in Taiwan, Hong Kong and Macau from 1994, a quicker indexing and search system is needed to process any searching or tracking request efficiently as well as responsively. Since time is an essence, no one wants to spend most of their time waiting and searching. By upgrading and enhancing

the previous system, this can drastically cut down the wasted time and keep the users interested in utilizing library as a source of information.

- Establish a library homepage

By putting the library on the web, this provided its users a common interface where they can go to search or do whatever they need from wherever they are locate. Through the convenience of the web, library is just a click away for its users.

- Sponsor a Research Paper Competition

Utilizing a Research Paper Competition as a promotion for the library, this will encourage anyone to utilize its vast resources as well as get to know various tools it provides. At the same time, this is an excellent opportunity for its participants to practice and to improve their writing skill.

- With the help of the “English Song and Drama Contest,” library is an excellent source for inspiration

Because of lack of practice, it is very difficult for anyone to improve their English and learning other cultures. A contest held by Tuku Vocational High School for writing English song and drama is an excellent platform for its partakers to discover the usefulness of the library. In addition, this allows them to practice their English skill as well as a source to learn what is outside of Taiwan.

- Provide incentives for the top 3 students who is most active in utilizing resources from the library

By giving incentives to the top 3 students who is most active in utilizing resources from the library, this will encourage everyone use its benefits. At the same time, this is an opportunity for everybody knows their library better.

- Holding a book exhibition at the school library is an creative way to reach out to its potential users

A book exhibition is an excellent marketing strategy as well as an attention grabber for the library. By creating this excitement in the air, this provides an excellent chance for the library to reach out to their potential users. In addition, this allows everyone to recognize about various types of book or resource that library offers.

- Create an Open Suggestion system available for everyone to input their thoughts for improvement

Even though library has provided various types of benefits, there is always room for improvement. An Open Suggestion System allows everyone to give their input on how to make the library better. Through this type of participation, it will keep everyone feel they are a part of the library and be

interested in its welfare.

- Perform SWOT Analysis
SWOT Analysis is a method to gather information on library's strength, weakness, and enhancements needed. Through this competency investigation, it will give the library insights on how to better itself and be an asset to its community it serves.
- By chatting with its students, this allows everyone to give their input on how improve the process
Due to lack of opportunity to receive inputs from its users, library lost an excellent chance to enhance itself. By chatting with the students, this will allow everyone to listen and to provide ideas on how to better various aspects of the library. At the same time, this type of community participation will give all its participants a sense of ownership to "their" library.
- Continue show support for enhancing Students and Teachers Reading Club
Student and Teacher Reading club is an excellent organization that will promote various benefits of the library as well as a tool to improve its participants' literacy skills. Through its various types of activity, its member will be familiarizing themselves with the library as well as giving an opportunity to discuss and to listen for ways to expand their literacy ability. In the future, they will be prepared for any reading/writing competition.
- Publishing and advertise "TKVS YOUTH"
"TKVS YOUTH" is a published booklet that is in print twice a year to allow its students to write and to express their thoughts. Additionally, it keeps its students informed about "What's new," and various insights on how to better utilize the vast resources their library offers. This is an excellent marketing tool to promote the library to its students.
- Purchase books/magazine that is popular with the students
There is not a better method to attract interest from its students by providing books or magazines they love. By giving them a reason to visit the library, this gives them an opportunity to read and to improve on their literacy skills as well as a chance to acquaint themselves with various libraries' benefits.
- Create a Library tour
As a result of providing a library tour, this allows its partakers to be familiarizing with various aspects of the library as well as how to utilize its vast resources. Because of their fear of unfamiliarity, this introduction will make the transition for people, who are unfamiliar with the library, easier.
- Using various community activities to promote the Library
Through establishing various types of community activities relate to the library,

this will promote the library itself to its locals. In vice versa, this allows everyone to be acquainted with the various benefits of the library. Through this interaction, it will bring the library and the community closer together.

Conclusion

Through these marketing strategies, the students, as well as the rest of community, will get acquainted library's vast resources as well as realizing it as a vital source of information. By creating various activities, implement new enhancements, and promote community participation, these will bring the community together as well as creating a sense of ownership of their "own" library. Because of these interactions, it will enhance various aspects of the library and expand its role in the community.

For a remote area like Tuku, the purpose of this paper will show the measures will be taken to promote more library book check out.

Key words: marketing strategies, the college entrance examination, multiple facets of literacy, electronic tracking system, online index and a periodical article delivery services, open-end questionnaire.

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