

LIASA MAIG: Lightning Round Presentations

Re-instatement of the LIS School at the University of Cape Town in 2012 and the impact of a robust marketing campaign

03 October 2017

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UCT Libraries
University of Cape Town

A large yellow circle containing the text 'LISC @uct' in blue. Below the text is a green swoosh graphic that curves around the bottom of the circle.

LISC @uct

Library and Information Studies Centre

Video - Background



Description of the event

- **What?**
- **Branding** of the School in its re-envisioned shape and form as the school of choice in Africa for Library and Information studies.



Description of the event continued ...

Objectives

- A project plan was drawn up to highlight the objectives, action plan & key marketing campaign that would make an immediate impact.

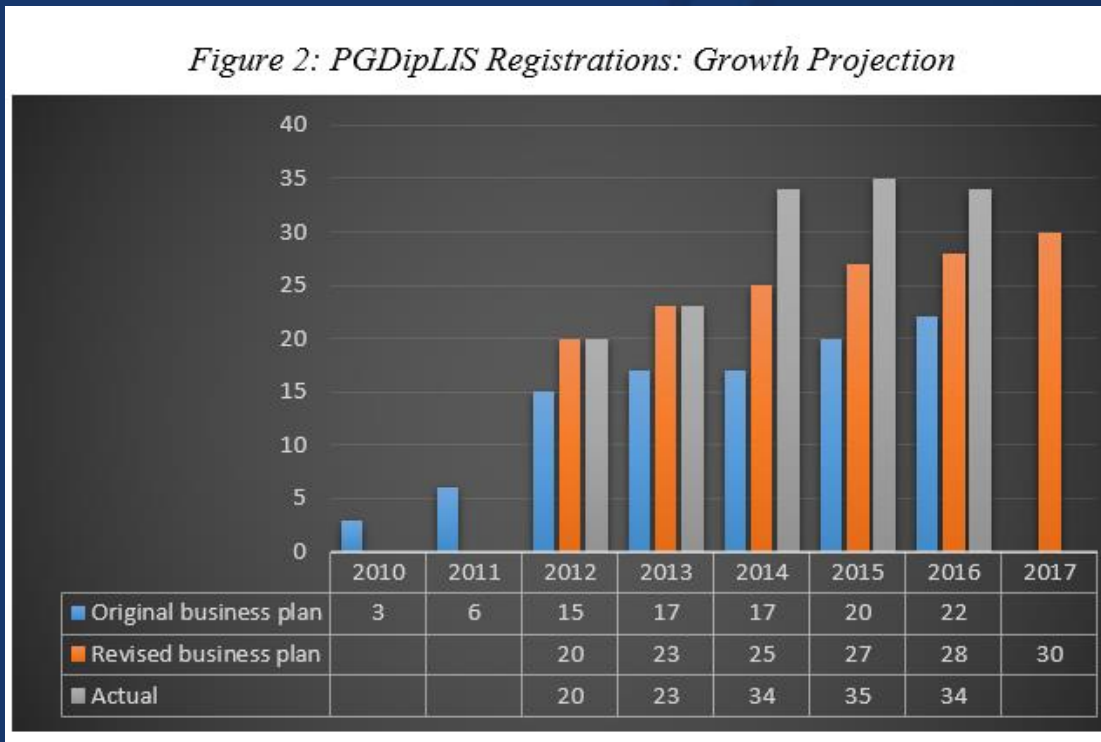
Target audience

- Postgraduate students interested in Postgraduate Diploma in Library and Information Studies, Masters' programmes, PhD Studies and occasional courses such as Digital Curation and Research Data Management.



Measures of effectiveness

- Statistics – student numbers dramatically increasing over the last five years



LISC Annual Report
2016

Feedback

- Feedback from the HoD Prof Jaya Raju: “Theresa’s marketing presence in the Library and Information Studies Centre (LISC) remains key to LISC projecting itself as an LIS education service provider for a 21st century digital information environment”.
- Feedback from the ED Gwenda Thomas: “The HoD of LISC has acknowledged the contribution that the professional and high quality promotional and advertising material has contributed to attracting the raise & good number of students registered for the LISC programmes.”



05 TIPS

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POWTOON





Thank you!
Theresa Schoeman

