We grabbed students’ attention by playing on the howl controversy. Our theme became: "Don't Howl at the Moon...Tell Us What You Think!"

Almost 20% of USU’s population participated in our first LibQUAL+® survey.

The playful tone of our campaign helped to reverse some of the bad publicity received from the howl.

Developing a Student-Centered Marketing Strategy
Utah State University - Merrill Cazier Library
Pamela N. Martin - June 25, 2007

Inspiration: The Howl

- During final exams in December, a group of students held a group howl in the library.
- The noise aggravated patrons and generated negative publicity for the library.
- By January, the story had made national news.
- It was featured in Student newspapers all over the nation and picked up by the Associated Press.

Goals

- Attract as many participants as possible for our first LibQUAL+® survey.
- Create a marketing campaign for LibQUAL+®.
- Generate positive buzz for the Merrill-Cazier library.

Results

The playful tone of our campaign helped to reverse some of the bad publicity received from the howl.

Almost 20% of USU’s population participated in our first LibQUAL+® survey.

Complete an online survey about the quality of Merrill-Cazier Library services, and enter to win iPod™ products and great Aggie gear. Link to survey from http://library.usu.edu, March 19 to April 9.