



## **Libraries and Potential Users: Methodological approach, the case of Greek libraries**

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The paper seeks the policies and strategies that apply Greek libraries in order to discover, communicate and attract potential users. Theoretically, every non-user is a potential user of a library and it is common sense that the most of people avoid to visit libraries. Being so, libraries undertake the responsibility to appeal their clients. The theme is relevant to the reading policies, as well as to the target groups' orientation, both of which belong to library's duties. There are easy-to-locate target groups (such as teachers and students for a school library) and hard-to-locate target groups, for example, the minorities in a city (target group for a public library).

Generally speaking, the paper insists that it is a matter of libraries to engage people to the library and persuade them that they need it. But that's a matter of communication, a matter beyond the marketing. What the paper examines is:

1. If libraries have a measure of the users' response to their efforts to promote services and events.
2. If libraries have a promotion programme and also a strategy to communicate people.
3. If libraries have statistical data of the users and non-users, if they research and study the attitude of people.
4. If libraries make decisions and find solutions.

As it is well known, the target groups vary to the characteristics and interesting, so vary to the communication means and methods. The methodological approach is a research survey, via questionnaires. The questionnaires will be disseminated to the libraries and will be filled in by the director and the information policy responsible person. The questionnaire will seek definite services and if necessary some interviews will add the survey.

Finally, some best practices and lessons learned, proper for Greek reality will be proposed.

**Keywords:** Qualitative and Quantitative Methods, strategic planning, marketing plan, communication channels, users and non users.