

Strategic Marketing Plan National Information Literacy Awareness Day

2018, Kazakhstan





Co-funded by the
Erasmus+ Programme
of the European Union

National Information Literacy Awareness Day

Date: October 3, 2018

Slogan: Information literacy: Study, Work, Life



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OBJECTIVES

The objective of the National Awareness Day:
National IL Awareness Day held in RF, KZ, CN
involving the participation of all primary, secondary,
and university educational institutes on an agreed
day and running for 10 years.

This involves active student participation of
Universities, National and Public Libraries, Student
Unions, Teacher unions with the support of the
Education Ministries, NGO's.



PARTICIPANTS

- S. Seifullin Kazakh Agrotechnical University (KATU)
- Al-Farabi Kazakh National University (KNU)
- A. Baitursynov Kostanay State University (KSU)
- NEO in Kazakhstan



PARTICIPANT - S. Seifullin Kazakh Agrotechnical University (KATU)

The largest agrarian Higher Educational Institution of Central and North Kazakhstan, the first Higher Educational Institution of Astana, founded in 1957.

11 252 is the total number of students and postgraduates.
911 is the total number of the professional and teaching staff.
KATU library was established in 1958.

The online network of the University Library includes such resources as Scopus, SciVal, Web of Science, Springer Link, CabAbstracts etc.

The Library regularly conducts workshops aimed at IL ideas for users.



PARTICIPANT - S. Seifullin Kazakh Agrotechnical University (KATU)



<http://kazatu.kz/en/>



PARTICIPANT - Al-Farabi Kazakh National University (KazNU)

A leading and large-scale research oriented university of Kazakhstan, founded in 1934.

Over 18000 students and 2 000 faculty staff.

Al-Farabi Kazakh National Library today is one of the oldest libraries of universities in Kazakhstan and the varied content of the library books fund is universal and has more than 2.5 million different types of documents.

Library users have access to national and foreign electronic information resources and a database of leading world companies.



PARTICIPANT - Al-Farabi Kazakh National University (KazNU)



<http://www.kaznu.kz/en>



PARTICIPANT – A. Baitursynov Kostanay State University (KSU)

KSU is one of the largest higher education establishments and the leading educational scientific and methodological centre of Northern Kazakhstan.

It comprises 7 Faculties with 34 Bachelor, 21 Master and 7 PhD programmes.

KSU is one of the ten Universities in Kazakhstan involved in the National Program of Innovative Industrial Development.

The University Library “Bilim Ortalygy” has been improving its image and service, using information technologies.



PARTICIPANT – A. Baitursynov Kostanay State University (KSU)



<http://ksu.edu.kz/en/>



SWOT Analysis



SWOT analysis of KATU

SWOT	STRENGTHS	WEAKNESSES
INTERNAL	<ul style="list-style-type: none"> - The leading agricultural university ; - Access to worldwide e-resources and data bases (SCOPUS, Web of Science, etc.); - Wi-Fi in all university area; - Qualified and helpful personnel; - Each Faculty has its own library reading room providing literature in the respective study fields also in foreign languages; - The widespread international relations and partnerships; - Regular trainings of library use and information technologies for all students 	<ul style="list-style-type: none"> - Lack of modern equipment and software; - Lack of qualified IT engineers; - Poor financing; - Poor knowledge of English among the library staff
	OPPORTUNITIES	THREATS
EXTERNAL	<p>Experience exchange;</p> <ul style="list-style-type: none"> - Broadening of the cooperation network (on both national and international levels); - Improvement of professional skills, including the command English of the library staff; - Creation of a unified approach to IL standards. 	<ul style="list-style-type: none"> - Instability of national economy; - Limited budget of the university; - Poor collaboration with mass media



SWOT analysis of KazNU

SWOT	STRENGTHS	WEAKNESSES
INTERNAL	<ul style="list-style-type: none"> - the leader university according to National and QS World University Rankings; - highly qualified scientists; - the biggest equipped scientific library; - the high level of policy image of the university; - the widespread international relations and partnerships; - educational-scientific centers located in China, Turkey and Korea. - university is collaborating to develop an awareness of plagiarism among academics and students; - massive training of library specialists. 	<ul style="list-style-type: none"> - non-regular access to worldwide e-resources and data basis (SCOPUS, Web of Science, etc.); -lack of modern equipment, software and qualified IT engineers; - poor financing; - absence of knowledge of the English language (librarians); - lack of online automatized library service; - the low participation of national and foreign students in Mass online courses of university; -information literacy is not integrated into academic curricula at university -poor communication between librarians and academics.
	OPPORTUNITIES	THREATS
EXTERNAL	<ul style="list-style-type: none"> - experience exchange; - participation in both national and international projects. -dissemination of IL on national and international levels. 	<ul style="list-style-type: none"> - insecurity of national economy systems; - poor collaboration with foreign mass media; - slow internet connection.



SWOT analysis of KSU

SWOT	STRENGTHS	WEAKNESSES
INTERNAL	<ul style="list-style-type: none"> - the largest regional university; - access to worldwide e-resources and data basis (SCOPUS, Web of Science, etc.); - highly qualified team; - a regularly updated website 	<ul style="list-style-type: none"> - lack of modern equipment and software; - lack of IT engineers; - poor financing from the state budget; - poor knowledge of the English language;
	OPPORTUNITIES	THREATS
EXTERNAL	<ul style="list-style-type: none"> - collaboration with associate partners; - experience exchange; - participation in both national and international projects. 	<ul style="list-style-type: none"> - the number of students is dropping ; - slow internet connection - unstable economic conditions



SWOT analysis of KZ partner universities

SWOT	STRENGTHS	WEAKNESSES
INTERNAL	<ul style="list-style-type: none"> - the biggest national university (KNU); - the leading agricultural university (KATU); - the largest regional university (KSU); - access to worldwide e-resources and data basis (SCOPUS, Web of Science, etc.); - highly qualified team; - a team inspired to promote the project on IL; - regularly updated websites. 	<ul style="list-style-type: none"> - lack of modern equipment and software; - lack of qualified IT engineers; - poor financing; - poor knowledge of the English language; - information literacy is not integrated into academic curricula
	OPPORTUNITIES	THREATS
EXTERNAL	<ul style="list-style-type: none"> - collaboration with associate partners; - experience exchange; - participation in both national and international projects. 	<ul style="list-style-type: none"> - instability of national economy - poor collaboration with mass media - slow internet connection



ACTION GROUP

In each partner the action group will be coordinated by DIREKT
Publicity Officers:

- Maral Akhmetova - S. Seifullin Kazakh Agrotechnical University (KATU);
- Aigerym Alyakbarova - Al-Farabi Kazakh National University (KazNU);
- Nurlan Medetov - A. Baitursynov Kostanay State University (KSU).

Inter-partnership cooperation via e-mail, Skype and WhatsApp.



TARGET AUDIENCE

- University students, graduate and post-graduate students;
- Academic and administrative University staff;
- Academic libraries and library staff;
- National and public libraries;
- Associate partners (Central Scientific Library of Ministry of Education and Science of Kazakhstan), KazTEA (Kazakhstan Teachers of English Association), ULARK (University Library Association of RK);
- Publishing houses and IT companies.



ACTIVITIES

- Essay competition;
- National workshop on information literacy;
- Information Exhibition;
- Social media challenge;
- Library Open Air.



ESSAY COMPETITION

Topic: Information Literacy in the 21st century

Participants:

- University students;
- Academics;
- Librarians.



Submission:

from 10th September 2018 to 30th September 2018

e-mail: ilessaycomp@gmail.com

Announcement of results: October 2, 2018

(university websites, social media (Facebook, Twitter))



National workshop on information literacy

National workshop on information literacy will be organized by all universities-partners in Kazakhstan.

Participants:

- Librarians;
- Academic Staffs;
- University Students.

Date: October 3, 2018
9.00-12.00 AM



The library of al-Farabi, KazNU (Almaty)



National workshop on information literacy

Intended Topics:

- Needs of Information Literacy in Higher Education and Society;
- Web & internet search strategies;
- Electronic Library Databases;
- Evaluating sources of information;
- Referencing citation and avoiding Plagiarism;
- Library Bibliographic Software;
- Information Literacy for Academic Writing, Research and Lifelong Learning.



SOCIAL MEDIA CHALLENGE

Post about understanding the Information Literacy (IL) (either in English, Kazakh or Russian) in social media accounts (Facebook, Twitter, Instagram, VK) under the hashtag [#ILkzchallenge](#)

Date: October 1-3, 2018



INFORMATION EXHIBITION

Each partner University Library will organize Public Exhibition of books, publication, online database and services on IL.



Date: from October 1-3, 2018



LIBRARY OPEN AIR

Each partner university will organize Library Open Air Event, aimed to be more closely to users and analyze their demand in development of Information Literacy.

Date: October 3, 2018
11:00 AM



MARKETING



PROMOTION

- Social media campaign (Facebook, Twitter, Instagram, VK);
- Flyers, booklets, posters, banners;
- T-shirts, pens and other gifts with project logo;
- Dissemination of information on website of Central Scientific Library of Ministry of Education and Science of Kazakhstan (national coverage);



MEDIA COVERAGE

- Local and national newspapers and TV channels (“Kostanaiskie novosti”, “Alau”, “Astana KTK”, “Almaty KTK”, “Astana Press”, “Bilimdi el”)
- University Newspapers: (“Orken” and “Kazak Universiteti” (KazNU), “Menin Universitim” (KazATU), “Bilim Zharysy” (KSU))
- University TV Channels: Kepter (KazNU), (Zhastar (KSU))
- University websites: <http://kazatu.kz/en/>,
<http://www.kaznu.kz/en/3/news>, <http://ksu.edu.kz/en/news/>



BUDGET BREAKDOWN

Costs:

- Promotion materials (Flyers, brochures, posters, T-shirts etc.)
- Printed materials;
- Cost of conference rooms and other facilities;
- Coffee and tea-breaks;
- Promotion (radio, TV, internet);
- Advertising.

Financial Support

- Project fund;
- Co-funding from university;
- Fund raising;
- Sponsorship
(Database and Technical Companies, private business, NGOs).



**Welcome to
National Information Literacy
Awareness Day!**

2018, Kazakhstan

