

The Night Library and The Mom-Student Library projects



*Slogan: Student!
Don't sleep! Come
to the Library!*

University of Tartu Library prides itself on being always responsive to students' needs.

The ideas of The Night Library and The Mom-Students' Library were born from real needs of our users – the needs of students looking for a comfortable place to read and study, especially during the exam period.



There was no previous experience of night library neither in Estonia nor in the Baltic states. According to the comments in the Estonian mass-media on our project, it really was “a first night library of all times and no one in Estonia has done anything of this kind before”.

Together with the night library project, our aim also is to help student-parents during the exam period in evening hours, when kindergartens were already closed. At the time when mom-students studied in the reading rooms, the library assured their children's safety and offered interesting activities.



Fulfilling the project made our library cooperate actively with students' organisations were drawn into this work as well. We got very positive responses from library users and now, the library will maintain late night hours and children's room services at the ends of every autumn and spring semesters.



“Otium reficit vires” (“rest restores strength”) – this good old slogan has been known in the University of Tartu for almost 380 years.

That is why relaxing activities were offered for tired students during the Night Library, including night gymnastics, night music and night photo contest, and of course, coffee, biscuits and chocolate.

Students of the University of Tartu named the Night Library as greatest service offered during the recent years. Moreover, the project participated at the Estonian Best Customer Service Project contest and was chosen as the best of 2005, winning among 11 Estonian largest service organizations. The project was also chosen as a public favourite. The Night Library project also won first place in 2007 IFLA International Marketing Award.



The comments from our users:

“the coolest thing and the best undertaking ever the library has offered for students”

“the night library and the children's room are like a hug of a friend to the students during the hard exam period”

“many thanks to you! It exceeded all my expectations!”



“very helpful, it has a positive influence on our grades”

“opening later is a great idea, it's creating a feeling of «WOW» !”

The experience of our marketing projects The Night Library and The Mom-Students Library demonstrates how it is possible to:

- proceed from the needs of users,
- choose the right marketing strategy,
- actively cooperate with other economic sectors
- and without big investments –
- raise the reputation of your library,
- find friends and supporters to the library,
- gain the greatest user satisfaction and, even exceed their expectations.

