

Abstract

Twenty First Century Consultation evaluated the S.C. Williams Library at Stevens Institute of Technology, in Hoboken New Jersey, the goal was to foremost improve the traffic to the library and secondly to improve the atmosphere, design and functionality.

As suggested by 21st Century Consultation's client and advisor, Mr. Richard P. Widdicombe, the group researched other university libraries and library websites. The team used the information gathered to make recommendations to Mr. Richard P. Widdicombe. Along with this information and the feedback gathered from the survey the team formed a Marketing Plan. This was the plan of how 21st Century Consultation was going to improve traffic in the S.C. Williams library.