

Logan Library Marketing Plan

Approved by Library Board – September 2014

Goal 1. Promote the vision and help secure the support and funding for a new library building.

- A. Strategies and Actions: To identify key individuals and/or groups that would be necessary or helpful in eventually getting a new library built, and work with them to keep this vision alive and to bring it to fruition.

Desired Outcome: A new Logan Library constructed on the corner of 200 North and Main Street in Logan.

Responsibility: Director; Library Board; Mayor; City Council; future Friends of the Library Group; residents of Logan.

Measurement/Accountability: Agendas and meeting minutes; library budget; donations and fund-raising by the Friends Group and others yet identified.

Target Market: External

Timeline: Over next four years, to coincide with Mayor Petersen's first term in office.

Cost: Director and staff time to discuss and review building plans; Marketing Committee members' time to develop a specific building project marketing plan; donations from community toward building costs; library budget; likely bonds or debt incurred toward building costs.

Goal 2. Sustain a Marketing Committee and develop a Marketing Plan intended to help create and sustain cohesiveness and consistency of the library message and brand, and to help the library accomplish its major goals that directly involve the community.

- A. Strategies and Actions: To consistently refer to the established Marketing Plan in planning meetings and discussions and to continually update and revise it.

Desired Outcome: A relevant, published document that steers marketing efforts at the Logan Library.

Responsibility: Library Director, library staff members, Library Board

Measurement/Accountability: Marketing Committee meeting agendas and minutes; Library Board action.

Target Market: Internal and external

Timeline: Revise annually and align with calendar year.

Cost: Director and staff time to brainstorm, discuss, revise and implement.

Goal 3. Establish effective ways to inform elected officials of the accomplishments of the Logan Library

- A. Strategies and Actions: Develop systematic means and methods to regularly inform the City Council, Mayor, State legislators and others of the library accomplishments.

Desired Outcome: Elected officials that are aware of the Logan Library, its services and accomplishments so that they are informed and impressed.

Responsibility: Library Director, Marketing Committee, Library Board, Friends of the Library

Measurement/Accountability: Agenda and meeting minutes, task force and project goals and accomplishments.

Target Market: External

Timeline: Initiate by end of 2014, ongoing.

Cost: Staff and volunteer time, possible office supplies.

Goal 4. Increase awareness of library services and enhance the perspective of the library as a focal point and gathering place within the community.

- A. Strategies and Actions: To inform, enlighten, excite and inspire community members and create “buzz” regarding all the library is doing and can do for the community.

Desired Outcome: A vibrant public awareness campaign that helps establish the Logan Library as a partner for patron success in the minds of Logan residents, and as place for gathering with other community members and a place that they want to be connected to.

Responsibility: Marketing Committee; Director; Library Board.

Measurement/Accountability: Agendas and meeting minutes.

Target Market: External

Timeline: End of 2014, and beyond.

Cost: Library budget; will pursue any cost-free methods possible; future Friends Group would help with this.

Goal 5. Establish a coherent and consistent theme in library internal and external signage with the intent that the signs could be used in a future new building; and create a budget and plan for implementation of a signage project.

A. Strategies and Actions: To utilize the new logo (and tag line where applicable) in developing a consistent theme in signage to be used by the library both internally and externally; and create cost estimates (budget) for a phased-in implementation process.

Desire Outcome: A comprehensive plan for professionally developed signage for inside and outside the library building, resulting in the installation of new signs.

Responsibility: Marketing Committee and Signage Task Force to develop the signage plan that incorporates the new logo; Director to work allocate and/or propose funds for implantation of the plan.

Measurement/Accountability: Agendas and minutes from Committee and Task Force Meetings; Library budget.

Target Market: External

Timeline: By the end of 2014.

Cost: Staff time to develop the signage plan; existing and/or proposed library budget funds for installation

Goal 6. Help sustain the Friends of the Logan Library.

- A. Strategies and Actions: Meet regularly with the Friends officers, share common goals and plans for the future. Provide staff support where feasible.

Desired Outcome: A strong, vibrant and functioning Friends of the Library organization that compliments the Library's efforts.

Responsibility: Library Director, Librarians Council, Library Board.

Measurement/Accountability: Meeting agendas and minutes, membership rolls and fundraising efforts.

Target Market: External

Timeline: Throughout 2014 and beyond.

Cost: Library Director's time and labor, other library staff members' time and labor periodically, Library Board members' time and labor.

Goal 7. Develop and implement ways to reach out to and increase awareness and use of the library within targeted sub-cultures within the community.

- A. Strategies and Actions: To indentify and prioritize which sub-cultures to focus outreach efforts on, and then develop and implement effective ways to increase awareness and usage among members of those sub-cultures.

Desired Outcome: A plan that identifies which sub-cultures in the community to prioritize and articulates ways and means to target-market members of that sub-culture.

Responsibility: Marketing Committee; Cultural Outreach Task Force or Sub-Committee; additional staff members assigned or recruited to assist.

Measurement/Accountability: Agendas and meeting minutes.

Target Market: External, specifically targeted members of the community.

Timeline: 2014, and beyond.

Cost: Staff time to formulate and implement the plan.

Goal 8. Plan and provide focused library programming as part of Hispanic Heritage Month

- A. Strategies and Actions: Plan and provide a variety of library programs during Hispanic Heritage Month that will attract members of the Latino community, and other interested in learning more about the Latino community, to the library.

Desired Outcome: Significant attendance at the special programs provided during Hispanic Heritage Month.

Responsibility: Librarians Council, Latino Advisory Council.

Measurement/Accountability: Meeting agendas and minutes, library calendar.

Target Market: External

Timeline: Fall 2014

Cost: Library staff time and labor, marketing budget, Latino Advisory Council members' time and labor.

Goal 9. Develop and increase the number of partnerships with the Library in the community.

- A. Strategies and Actions: To identify potential partners, prioritize which ones to strive to work with for win-win situations and projects with the library and begin to foster these partnerships. Strive to co-host author signing events with local bookstores, et al.

Desired Outcome: A list or groups, organizations, businesses and entities that are readily identified as being in a partnership (formal or informal) with the Logan Library for the benefit of Logan residents.

Responsibility: Director; Library Board; various staff members.

Measurement/Accountability: Creation of an actual list that is assessed and maintained.

Target Market: External

Timeline: End of 2014, and beyond.

Cost: Director's and various staff members' time.

Goal 10. Further foster and develop PR and outreach efforts with the news media.

- A. Strategies and Actions: Continue current efforts of distributing press releases, establishing personal professional relationships with news representatives and establish a line item in the library budget for advertising of library services and programs.

Desired Outcome: Increased coverage of library services and programs in the news outlets in Cache Valley.

Responsibility: Library Director, Marketing Committee, Library Board.

Measurement/Accountability: Number of press releases submitted, number of times the library gets coverage, spread sheet statistics from exit surveys, amount of library funds spent on marketing efforts.

Target Market: External

Timeline: 2014-15 fiscal year.

Goal 11. Provide regular customer service training for library staff members.

- A. Strategies and Actions: Provide at least one staff development training session a year for all library staff members.

Desired Outcome: Increased awareness and skill in providing high quality customer service to all library patrons.

Responsibility: Library Director, Library Board.

Measurement/Accountability: Meeting agenda, minutes, library budget, calendar.

Target Market: Internal

Timeline: October, 2014

Cost: Library budget

Goal 12. Establish an overall plan and strategy for providing library programs

- A. Strategies and Actions: Establish goals for library programming; actively and purposely solicit, assess and utilize public input and interest when planning library programs; ensure that expressions of thanks are provided to presenters of library programs; establish who is responsible at the library for planning what programs; work and coordinate with the Friends of the Library regarding library programs, including the possibility of using volunteers to help share the burden of providing library programs.

Desired Outcome: An increase in the number of library programs offered for all ages, but with not much more effort required necessarily by library staff in order to do so.

Responsibility: Library Director, Librarians Council, Friends of the Library.

Measurement/Accountability: Program statistics, employee performance assessments.

Target Market: External

Timeline: 2014, and beyond.

Cost: Staff time and labor, Friends of the Library time and labor, library programming budget.

Goal 13. Revitalize and sustain a Teen Advisory Board

- A. Strategies and Actions: Have a well established and actively functioning Advisory Board made up of teens that are helping to plan teen events at the library, and incorporate ways to influence teens into becoming life-long library users and supporters.

Desired Outcome: A significant increase in the number of teen events at the library as a direct result of input and suggestions made by this Teen Advisory Board, and measurable outcomes that indicate a positive correlation between a strong teen board and programs and later use and support of the library when these teens become adults.

Responsibility: Young Adult Division Leader and division members, Library Director, Librarians Council.

Measurement/Accountability: Meeting agendas and minutes, library calendar.

Target Market: External

Timeline: By Fall 2014

Cost: Staff time and labor, library programming budget, Teen Advisory Board members' time and labor.

Goal 14. Increase the number of e-resources available in the library collection, as well as the number of ways for patrons to learn about using e-resources, and the ways that the library markets availability of e-reader devices and resources.

A. Strategies and Actions: To utilize the library budget and collection development policies and practices to expand the e-book collection.

Desired Outcome: An enhanced collection of e-books dedicated to use by Logan Library patrons, in addition to what is offered through the State Library.

Responsibility: Director; collection development Librarians.

Measurement/Accountability: Library budget; Librarians Council agendas and meeting minutes.

Target Market: External

Timeline: Fiscal year 2014-15

Cost: Library budget, staff time for budget proposal, vendor negotiations, determining and setting-up parameters for the enhanced collection, selecting titles to add to the enhanced collection.

Goal 15. Plan for and engage in National Library Week events and activities at the library, including the continuance of hosting a community fair at the library.

A. Strategies and Actions: Plan well in advance and budget for a reasonable number of engaging events and activities during National Library Week (or the entire month of April).

Desired Outcome: Highly visible and recognizable activities and events happening in the library during and around the time of National Library Week.

Responsibility: Library Director, Marketing Committee, Librarians Council, all library staff.

Measurement/Accountability: Meeting agendas and minutes, library budget, photo archives.

Target Market: External

Timeline: Being planning in Fall of 2014 for April of 2015.

Cost:

Goal 16. Create promotional items with the library logo on them.

- A. Strategies and Actions: Provide small promotional items for sale or give-away to the public that have the Logan Library logo printed on them.

Desired Outcome: An increase in the presence of the library logo in the community.

Responsibility: Library Director, Marketing Committee, Librarians Council.

Measurement/Accountability: Meeting agendas and minutes, library budget, inventory or promotional items.

Target Market: External.

Timeline: 2014, and beyond.

Cost: Library staff members' time to design and create templates and to order; library budget.

Goal 17. Broaden and enhance the READ Poster Program

- A. Strategies and Actions: Continue to create READ posters of community members. Make a focused effort to reach out to segments of the community that the library wants to encourage to use the library, i.e. local schools.

Desired Outcome: Increase interest in the library because of the people featured on the READ posters and promote reading at the same time.

Responsibility: Marketing Committee, READ Poster Subcommittee.

Measurement/Accountability: Meeting agendas and minutes, visibility of the posters themselves.

Target Market: External.

Timeline: 2014, and beyond.

Cost: Staff members' time and labor, library budget.

Goal 18. Engender and foster relationships with current library clientele

A. Strategies and Actions: Brainstorm and plan ways to improve relationships with the library's regular patrons.

Desired Outcome: Regular patrons feel appreciated, well served and satisfied with the Logan Library.

Responsibility: Library Director, Management Council, Marketing Committee, Library Board.

Measurement/Accountability: Meeting agendas and minutes, results of planning efforts and implementation of ideas.

Target Market: External

Timeline: End of 2014, and beyond.

Cost: Staff members' time and labor, Library Board members' time and labor, library budget.

Goal 19. Update and maintain an interior map of the library building and collections.

A. Strategies and Actions: Create a systematic way of regularly updating and maintaining interior maps of the library building and collections.

Desired Outcome: A current map of the interior of the library always and readily available.

Responsibility: Library Director, Librarians Council.

Measurement/Accountability: Meeting agendas and minutes, actual maps available.

Target Market: External and internal.

Timeline: Summer 2014, and beyond.

Cost: Library staff time and labor, some office supplies.

Goal 20. Cultivate and enhance the library's presence on social media

- A. Strategies and Actions: Establish a social media policy for the library and increase its presence on the mainstream forms of social media.

Desired Outcome: The Logan Library will be recognized as being connected on various forms of social media.

Responsibility: Library Director, Librarians Council, Marketing Committee, library staff members, Library Board.

Measurement/Accountability: Meeting agendas and minutes, actual presence on different social media platforms.

Target Market: External

Timeline: End of 2014, and beyond.

Cost: Staff members' time and labor, Library Board members' time and labor, library budget.

Goal 21. Build relationships with educational institutions

- A. Strategies and Actions: Brainstorm, discuss and plan ways to strengthen and create new working relationships with the schools in Logan.

Desired Outcome: Regular communication and collaboration with the schools in Logan.

Responsibility: Library Director, Librarians Council.

Measurement/Accountability: Meeting agendas and minutes, actual coordinated events and projects.

Target Market: External

Timeline: 2014-15 fiscal year.

Cost: Staff members' time and labor.

Goal 22. Form partnerships to initiate a Logan Book Festival

A. Strategies and Actions: Take the lead in starting a Logan Book Festival

Desired Outcome: At least a small book festival located in Logan.

Responsibility: Library Director, Library Board, library staff members.

Measurement/Accountability: Meeting agendas and minutes.

Target Market: External

Timeline: Fall 2014

Cost: Library Director's time and labor, library staff members' time and labor, library budget.

Goal 23. Enhance the ambiance and physical environment of the Young Adult space in the library.

A. Strategies and Actions: To explore, plan for and implement ways to enhance the Young Adult space in the library through inexpensive means, while keeping in mind the need to not undermine future efforts to build a new library building.

Desired Outcome: A more vibrant and inviting environment to attract teens to the Young Adult space in the library.

Responsibility: Director; Young Adult Librarian; Library Board; Marketing Committee; Facility Enhancement Task Force; possible future Friends Group.

Measurement/Accountability: Agendas and meeting minutes; library budget.

Target Market: External

Timeline: 2014, and ongoing.

Cost: Staff and committee members' time to discuss strategies and help set priorities; Director's time to develop budget proposal; cost of materials and labor.

Goal 24. Enhance the ambiance and physical environment of the Adult space in the library.

- A. Strategies and Actions: To explore, plan for and implement ways to enhance the Adult space in the library through inexpensive means, while keeping in mind the need to not undermine future efforts to build a new library building.

Desired Outcome: A more vibrant and inviting environment to attract adults to the Adult Fiction, Special Collections, Non-Fiction and Reference space in the library.

Responsibility: Director; Adult Fiction/Special Collections and Non-fiction/Reference Librarians; Library Board; Marketing Committee; Facility Enhancement Task Force; possible future Friends Group.

Measurement/Accountability: Agendas and meeting minutes; library budget.

Target Market: External

Timeline: 2014, and ongoing.

Cost: Staff and committee members' time to discuss strategies and help set priorities; Director's time to develop budget proposal; cost of materials and labor.

Goal 25. Enhance the ambiance and physical environment of the Children's space in the library.

- A. Strategies and Actions: To explore, plan for and implement ways to enhance the Children's space in the library through inexpensive means, while keeping in mind the need to not undermine future efforts to build a new library building.

Desired Outcome: A more vibrant and inviting environment to attract children and families to the Children's space in the library.

Responsibility: Director; Children's Librarian; Library Board; Marketing Committee; Facility Enhancement Task Force; possible future Friends Group.

Measurement/Accountability: Agendas and meeting minutes; library budget.

Target Market: External

Timeline: 2014, and ongoing.

Cost: Staff and committee members' time to discuss strategies and help set priorities; Director's time to develop budget proposal; cost of materials and labor.