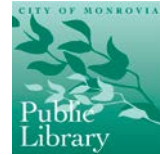




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services, Library Division

MEETING DATE: January 23, 2020

PREPARED BY: Rebecca Elder
Adult Services Supervisor

AGENDA LOCATION: AR-3

TITLE: 2020-2022 Library Marketing Plan

OBJECTIVE: A summary of the Library's Marketing Plan

BACKGROUND: In September 2018, a marketing team was formed in order to review and establish methods to better highlight for the community the multitude of opportunities offered by the library. The marketing team is comprised of adult, youth, and circulation staff. The team was tasked with developing a marketing plan to help create and sustain cohesiveness and consistency of the library brand and message while supporting the accomplishment of goals established in the library's Strategic Plan of 2017-2022.

Development of Marketing Plan:

The marketing plan offers a fresh opportunity to increase the library's visibility and provides a consistent means of ongoing communication between the library, staff, and the community. The plan is conceived as a two-year plan covering 2020-2022, to coincide with the strategic plan, and will be re-evaluated and updated as needed annually. The intent of the plan is to provide staff guidance on how to share information with community members about library goals and objectives identified in the strategic plan.

Marketing Goals:

1. Develop community awareness of the library's programs, services, and resources.
2. Create wayfinding and a user-friendly experience in the library.
3. Identify and use appropriate channels and methods to market the library.

Goal 1: Develop community awareness of the library's programs, services, and resources.

Strategies:

- A. Promote Library offerings to in-house/outreach audiences.
 1. Train staff on word-of-mouth marketing, including talking points, and using value based language and Frontline advocacy techniques.
 2. Use strategically placed posters, flyers, bookmarks, signs, screens, etc.
 3. Promote upcoming programs, services, resources to program attendees, tours, visits, etc.
 4. Encourage library card registration and email blast sign ups for program previews.
- B. Develop marketing materials for the library.

AR-3

1. Implement and adhere to request forms and guidelines for marketing materials.
2. Unify marketing that includes print materials, website, digital signage, etc.
3. Review and update all library marketing materials, print and digital on an annual basis.
4. Review brand identity design (logo, color palette, graphics) for images and content consistency.

C. Incorporate specialized marketing needs of the mobile literacy program.

1. Consult schools on a site by site basis to support educational needs.
2. Post scheduled visits on website and library calendar.
3. Highlight special events using library's social media.
4. Use outdoor signage to attract participants.
5. Distribute program guides for current library programs and services quarterly.

D. Create displays to encourage learning and exploration of the library.

1. Take advantage of opportunities presented by unused spaces.
2. Incorporate passive program elements in display areas.
3. Develop interactive displays with multi-media elements.

Desired Outcome:

The community will have current information about the library's programs, services, and resources. Staff will be knowledgeable and able to respond to community questions and better advocate for the library. Community members will know what the library offers that meets their unique needs, and they will look to the library as a trusted community resource for life-long learning and enriched experiences.

Benchmarks:

- Ongoing dialogue with community members
- Strengthened community partnerships
- Increased visibility for the library and its benefit and relevance to the community
- Increased use of library resources
- Increased recognition of mobile services

Goal 2: Create wayfinding and user-friendly experience in the library.

Strategies:

A. Review signage in the building and find ways to improve the community's experience.

1. Identify potential problem areas using surveys and reference desk questions.
2. Implement and use plain language in order to effectively communicate services and programs to the community.

B. Update wayfinding methods and create a welcoming, unified look and feel throughout the library.

1. Develop signage and unify materials using brand fonts and colors.
2. Investigate digital wayfinding signage programs.

3. Develop how-to materials to help community members find and use resources more effectively.

Desired Outcome:

Community members will have a more enjoyable experience in the library, find what they need with ease, and discover library services and programs they didn't know about previously. The library will have a unified appearance as well as assuring that all feel welcome and comfortable when they visit.

Benchmarks:

- Clear, easy to understand signage
- A user-friendly library
- Increased use of library services and resources
- Increased checkouts of library materials

Goal 3: Identify and use appropriate channels and methods to market the library.

Strategies:

- A. The library will stay up-to-date on marketing methods and metrics to ensure a relevant and results oriented approach.
 1. Program guides for library wide events and services.
 2. Continue to enhance and update website and library calendar.
 3. Use social media strategically to share the library's message.
 4. Staff will follow library marketing guidelines for promotional materials.
 5. Staff will implement *Marketing Request Form* for promotional requests.
- B. Create informative and user-friendly marketing materials that target specific groups/users/members of the community.
 1. Create an all-library welcome kit for new members that includes user friendly guides to library resources.
 2. Develop marketing toolkits for outreach.
 3. Create marketing materials that target specific audiences to address their unique needs: parents, caregivers, older adults, teens, other languages, etc.
- C. Use library staff and advocacy to reach additional groups in our community.
 1. Build new relationships by meeting with community stakeholders to talk about how the library can serve them; with a focus on South Monrovia.
 2. Develop ongoing communication with community partners to keep them informed of library services, resources, and programs that can help them reach their goals.
 3. Cultivate relationships with library members so they become advocates on the library's behalf.
 4. Friends, the Foundation and Library Board members will continue to promote the library's programs and services.

Desired Outcome:

Community members will receive a unified and consistent message from the library. The library will have more support in the community covering a wide range of demographics.

Benchmarks:

- The library will reach a larger segment of the community with its message
- Increased outreach opportunities
- The community will receive information from the library that is relevant to them

Marketing Mediums:

The library will utilize a variety of marketing tools to ensure that our messages reach the public, and will be reviewed on a regular basis to align with current marketing best practices as well as the City of Monrovia guidelines. Marketing mediums include:

- Monrovia Today Activity Guide
- Monrovia Reads Van
- City/Library Facebook/Instagram
- City/Library Website
- Library Market Calendar
- Library TV large screen monitors
- In-house displays
- Community outreach
- Delegations to City Council
- Networking
- School visits
- Word of mouth
- Attendance at special events
- Utilize library brand, fonts, and colors
- Canva
- Print materials
- Quarterly programming flyers
- Banners for special events
- Posters
- Large specialized signs
- Promotional giveaway items
- Newspaper articles for special events
- Bookmarks
- Business cards
- Community/local organizations newsletters

The Monrovia Public Library is the source for expanding access to information and life-long learning opportunities that benefit patrons and the community at large. This benefit is achieved by ensuring every member of the community has access to information in a variety of means in order to meet their educational, informational, and recreational needs. The marketing plan considers various methods of communicating these benefits to the community. A comprehensive communications plan will help ensure that people feel informed about the library and will foster a sense of familiarity about the library’s programs and services. Qualitative and quantitative data gathered from internal and external surveys and staff feedback will assist in determining the ideal methods and mediums of promoting the library’s programs and services. The marketing plan seeks to enhance the community’s knowledge of the library as a place to meet, discover, and learn.

ENVIRONMENTAL IMPACT: There is no environmental impact associated with this program.

LIBRARY BOARD ACTION REQUIRED: If the Library Board concurs, the appropriate action would be a motion: *Receive and file report AR-3 2020-2022 Library Marketing Plan.*