



## **Marketing Communications Plan**

**2013-2015**

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## **Section 1 – Products and Services**

The Villa Park Public Library owns the following resources, as of the 2011/2012 Annual Report:

Total number of books owned	113,788
Number of e-books	5928
Audio recording materials -	
Physical units	7656
Downloadable titles	5952
DVDs/Video -	
Physical units	6639
Downloadable titles	87
Magazines and newspapers	229
Licensed databases	47

Here is how those resources were used in the 2011/2012 Fiscal Year:

Total items loaned	309,357
Interlibrary loans	
Sent to other libraries	25,275
Received from other libraries	29,704
Number of persons who visited the library	250,855
Number of reference questions asked	20,135
Number of registered borrowers	8,825
Total program attendance	10,418

### **General Services**

The Villa Park Public Library offers library cards, free of charge, to residents of Villa Park. Cardholders can browse our catalog online, reserve materials online with their PINs, and sign up to be alerted by e-mail when it is time to return materials. Cardholders may also borrow materials from other libraries through Interlibrary Loan by contacting a reference librarian.

The Library has a computer center, printers and copiers available. We also have meeting and study rooms onsite. For the convenience of Villa Park residents, the Library maintains links to local clubs and organizations, a listing of local government offices and demographic information, and local obituary information.

### **Adult Services**

The Library's Adult Services department provides reference services (in person, by phone, or online) to help you find information and materials. Additionally, we provide voter registration and notary public services. For older adults and other patrons who cannot physically travel to the Library, we offer a book delivery service (Homebound Service). The Adult Services Department runs adult programs throughout the year.

### **Readers Advisory**

Our Readers Advisory Service exists to spread the joy of reading. We provide reading lists and suggestions, book discussions, and book news.

## Youth Services

Our Youth Services department provides programs and activities for children up to high school age, including a summer reading program. We provide reading lists appropriate for different age groups, computers with kid-friendly games and resources, and parent-teacher resources. We maintain lists of safe web resources for children.

## Teen Services

The Library serves the needs of high school students and other teenagers by providing a high school collection, research help, a computer center, and study rooms.

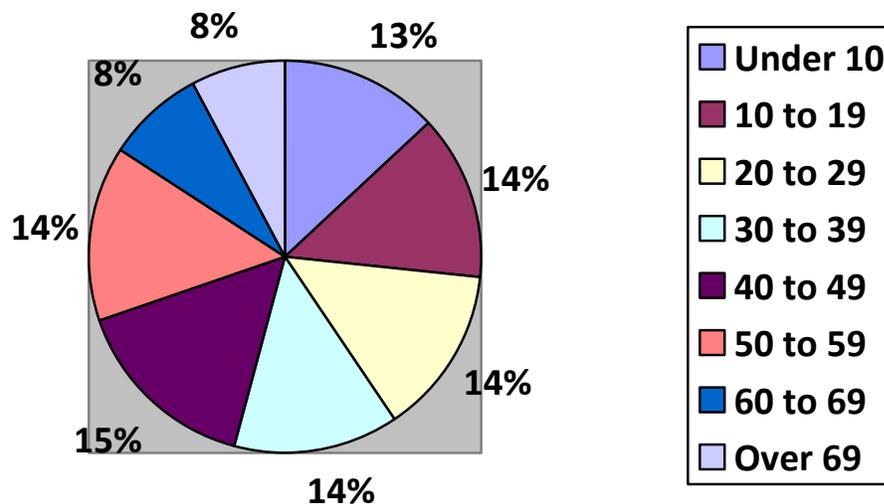
## Section 2 – Target Markets

### Demographics for the Village of Villa Park

Based on the census of 2010, there are 21,904 people residing in the village of Villa Park, a 0.8% decrease in population from the census of 2000. There are 8,521 housing units in the village, 94.2% of which are occupied.

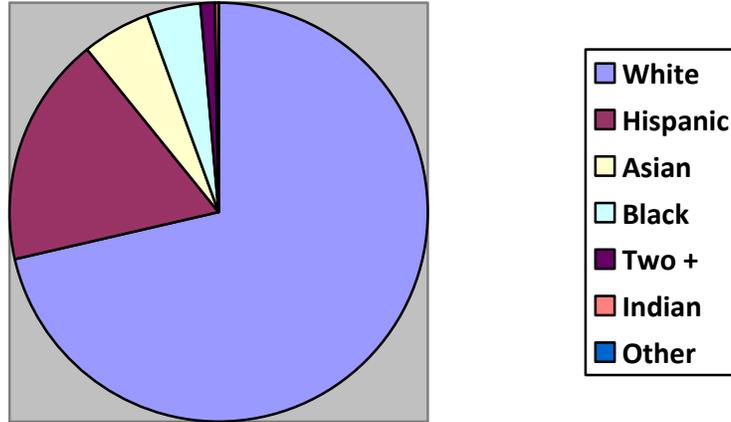
#### Population of Villa Park by Age

The population by age is 13.1% under 10 years, 13.5% are 10-19 years, 14% are 20-29 years, 13.5% are 30-39 years, 15.6% are 40-49 years, 14.5% are 50-59 years, 8% are 60-69 years, and 7.7% are over 69 years. The population of Villa Park is fairly evenly distributed among the age groups, with the exception of 60 - 69 year olds and those over 60, which were the two smallest groups.



### Racial Breakdown of Villa Park Residents

The racial breakdown of Villa Park residents is 71.4% White (Non-Hispanic), 17.8% Hispanic, 5.2% Asian, 4.1% Black, 1.3% Two or more races, 0.1% Indian, and 0.1% Other.

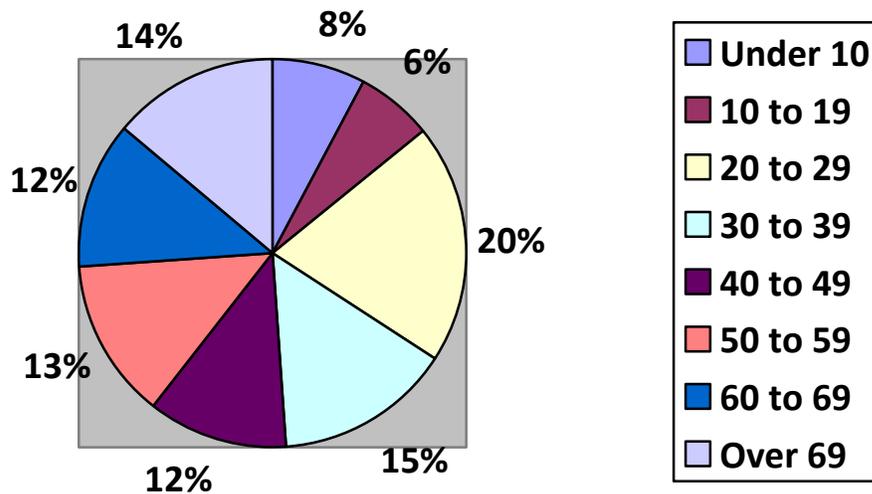


### City of Oakbrook Terrace Demographics

Based on the census of 2010, there are 2,134 people residing in the city of Oakbrook Terrace, a 7.2% decrease in population from the census of 2000. There are 1,256 housing units in the city, 87.3% of which are occupied.

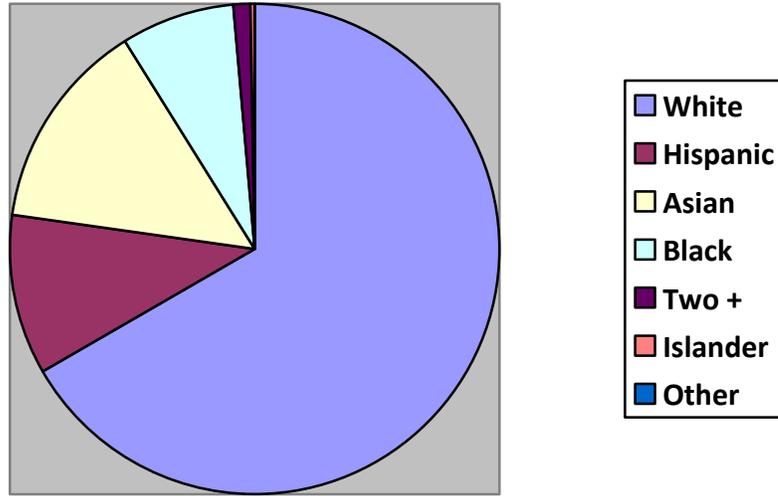
### Population of Oakbrook Terrace by Age

The population by age is 7.8% under 10 years, 6.3% are 10-19 years, 20% are 20-29 years, 14.7% are 30-39 years, 11.9% are 40-49 years, 13.2% are 50-59 years, 12.4% are 60-69 years, and 13.8% are over 69 years.



**Racial Breakdown of Oakbrook Terrace Residents**

The racial breakdown of Oakbrook Terrace residents is 66.7% White (Non-Hispanic), 13.7% Asian, 10.5% Hispanic, 7.7% Black, 1.1% Two or more races, 0.1% Islander, and 0.1% Other.



**What We Know About Villa Park Public Library Patrons**

The Villa Park Public Library had 8,825 registered borrowers in FY 2011/2012. As of May 6, 2013, the Library has 8,927 registered borrowers, an increase of 102. The number of registered borrowers who reside in Villa Park is 8,594, which represents 39% of Villa Park residents. The number of registered borrowers who reside in Oakbrook Terrace is 181, which represents 8% of Oakbrook Terrace residents.

The approximate age breakdown of Villa Park Public Library patrons is listed below. (Note: Not all patrons have birth dates on file, so these numbers are approximations.)

Age Range	# of Patrons
0 – 10 years	980
11– 20 years	2198
21 – 30 years	1612
31 – 40 years	1503
41 – 50 years	1529
51 – 60 years	1321
61– 70 years	820
71 + years	601

Data gathered 11/7/2012

These numbers include patrons from Villa Park and Oakbrook Terrace, as well as some reciprocal borrowers. Not all patrons have a birth date on record in our system. Since birth dates were not consistently entered into the system prior to 2-3 years ago, it is more likely that a younger patron new to the system would have a birth date in the system than a middle-aged or older patron who has a long-standing account. Therefore, the numbers at the higher age ranges may not be as accurate, since patrons with no birth date entered are not included in the numbers.

Although we do not have data on how many of the 8,936 registered borrowers are active users of the library, we do know that 3,023 unique users checked items out in March 2013. We also know that the average monthly gate count for people entering the Library in FY 2012/2013 is 20,528, and the total gate count for the fiscal year is 246,339.

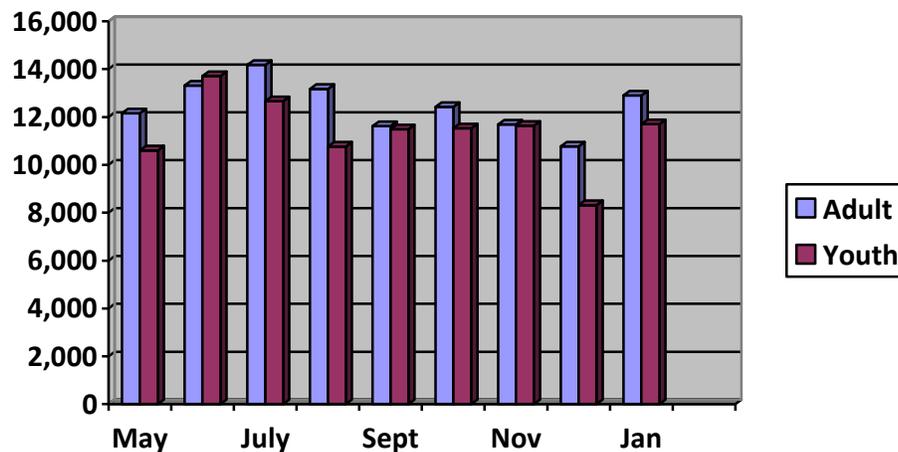
### Materials Most Used by VPPL Patrons

For the first 3 quarters of FY 2012/2013 (May 2012 – January 2013), Fiction Videos has been the largest category of items circulating from the Adult Services Department (4,196 average per month), with Fiction Books being the second largest circulator (3,221 average per month). In Youth Services, Fiction Books is by far the largest category of items circulating (5,959 average per month), with Fiction Videos being a distant 2<sup>nd</sup> place most months and Non Fiction Books taking 2<sup>nd</sup> place two months.

For the first 3 quarters of FY 2012/2013 (May 2012 – January 2013), circulation has been fairly evenly divided between AS items and YS items, with AS circulating an average of 1,093 more items per month than YS. The average number of AS items circulating per month was 12,466, and the average number of YS items circulating per month was 11,373.

The circulation numbers are highest for Youth Services in June (13,711) and for Adult Services in July (14,175). June is the only month of the year in which Youth Services circulation was greater than Adult Services, a surge which is likely attributed to the summer reading program which ramps up in June when kids begin their summer breaks. See the chart below for monthly circulation comparisons.

**Number of Items Circulating per Month  
Adult Services and Youth Services**



## Program Attendance

In the 2011/2012 Fiscal Year, Adult Services offered an average of 7 programs per month, and had an average of 15 attendees at the programs. There were an average of 9 programs offered per month, not counting the summer months or December, when no programs were scheduled. The total number of program attendees was greatest in February and January respectively (233 for February and 200 for January). For the first 6 months of Fiscal Year 2012/2013, an average of 10 AS programs have been offered per month, with an average of 8 attendees per program. The 2012/2013 Annual Report indicates that there were a total of 2,103 Adult Services program attendees for the year.

In the 2011/2012 Fiscal Year, Youth Services offered an average of 31 programs per month, and had an average of 16 youth attendees and 7 adult attendees at the programs. For the first 6 months of Fiscal Year 2012/2013, an average of 23 YS programs have been offered per month, with an average of 16 youth attendees and 8 adult attendees per program. The 2012/2013 Annual Report indicates that there were a total of 6,408 Youth Services program attendees for the year.

## Use of Library Services

### 1) Internet Usage –

The average # of Internet sessions per month in AS for the first 6 months of FY 2012/2013 was 1,709. The average monthly # of Internet sessions in YS for the first 6 months of FY 2012/2013 was 342. The monthly averages for the previous fiscal year were 1,520 for AS and 387 for YS.

### 2) Use of Paid Databases –

**Tutor.com** – In FY 2011/2012, VPPL patrons participated in an average of 6 tutoring sessions per month on Tutor.com. For the first 6 months of FY 2012/2013 (May 2012 – October 2012), VPPL patrons participated in an average of 3 tutoring sessions per month. The Library will soon be switching our online tutoring service from Tutor.com to Brainfuse Online Learning.

**Library.public-record.com** – For the first 6 months of FY 2012/2013 (May 2012 – October 2012), there were 188 unique visits from on-site VP patrons and 226 unique visits from off-site VP patrons.

### 3) Use of Services Provided by the Adult Services Department –

**Reference Questions** – For the first 9 months of FY 2012/2013 (May 2012 – January 2013), the Adult Services Information Desk staff answered an average of **586** reference questions per month.

**Readers' Advisory Questions** – For the first 9 months of FY 2012/2013 (May 2012 – January 2013), the Adult Services Reader's Advisory Desk staff answered an average of **466** questions per month.

**Technology Center Users** – For the first 9 months of FY 2012/2013 (May 2012 – January 2013), an average of **324** patrons per month used the Technology Center in the Adult Services Department.

**Notary Services** – For the first 9 months of FY 2012/2013 (May 2012 – January 2013), an average of **33** patrons per month used the Library's notary services.

**Voter Registration** – For the first 9 months of FY 2012/2013 (May 2012 – January 2013), an average of **26** patrons per month used the Library's voter registration services.

**Museum Passes** – For the first 9 months of FY 2012/2013 (May 2012 – January 2013), an

average of **9** patrons per month checked out a museum pass, with May, June and July being the months of greatest use (21, 24, and 23 respectively).

#### 4) **Use of Services Provided by the Youth Services Department –**

**Reference Questions** – For the first 9 months of FY 2012/2013 (May 2012 – January 2013), Youth Services staff answered an average of **210** reference questions per month.

**Phone Questions** – For the first 9 months of FY 2012/2013 (May 2012 – January 2013), the Youth Services staff answered an average of **167** phone questions per month.

**Internet Station Use** – For the first 9 months of FY 2012/2013 (May 2012 – January 2013), an average of **291** patrons per month used the Internet stations in the Youth Services Department.

**First Step Stations Use** – For the first 9 months of FY 2012/2013 (May 2012 – January 2013), an average of **324** patrons per month used the First Step stations in the Youth Services Department.

**Media Stations Use** – For the first 9 months of FY 2012/2013 (May 2012 – January 2013), an average of **245** patrons per month used the media stations in the Youth Services Department.

**Word Processing Station Use** – For the first 9 months of FY 2012/2013 (May 2012 – January 2013), an average of **22** patrons per month used the word processing stations in the Youth Services Department.

### **Section 3 – Environment and Competitive Analysis**

Villa Park currently has approximately 200 homes that are vacant or in foreclosure (information from the Villa Park Director of Community Relations, as of March 2013). Home values in Villa Park remain significantly lower than they were 10 years ago.

The unemployment rate in the United States is 7.6%, as of March 2013 (the lowest it has been since December of 2008), according to the Bureau of Labor Statistics. The unemployment rate in DuPage County was 7.2% for the first quarter of 2012, according to the Illinois Department of Employment Security 2012. In July of 2012, the unemployment rate in DuPage County was 7.6%, according to the United States Federal Reserve. In February 2013, the unemployment rate in DuPage County was 8.4%, according to the U.S. Bureau of Labor Statistics. All three data sources show a generally downward trend in the unemployment rate since the highest points in 2010 and 2011.

The higher unemployment rates and lower rates of pay of the past several years have made the free resources provided by the Library even more valuable to patrons than before. The poor economy has also led to an increased demand for job search assistance and free Internet access. As the job market improves and more jobs become available, job search assistance will continue to be a valuable resource in aiding patrons who are rejoining the work force.

#### **Current Outlook for Libraries Nationwide**

##### **The 2012 State of America’s Libraries: A Report from the American Library Association**

Today’s public libraries are grappling with a “new normal” of flat or decreased funding, paired with increased demand for public library technology resources. Overall, funding for public libraries continues to be suppressed in 2011–2012 budgets, with 5 % more states reporting decreased state funding for public libraries than in 2010–2011. The cumulative impact of cuts to public library funding at the state and local levels since 2008–2009 has led public libraries to

continuous budget-rebalancing and tough choices regarding continuity of services. (Source: Libraries Connect Communities: Public Library Funding & Technology Access Study, 2010–2011)

### **Other Key Trends Detailed in the 2012 State of America's Libraries Report:**

The rapid growth of e-books has stimulated increasing demand for them in libraries, but libraries only have limited access to e-books because of restrictions placed on their use by publishers. Macmillan Publishing, Simon and Schuster and Hachette Book Group refused to sell e-books to libraries. HarperCollins imposed an arbitrary 26 loans per e-book license, and Penguin refused to let libraries lend its new titles altogether. When Random House raised e-book prices, the ALA urged it to reconsider.

### **On the Technology Front, a Different Picture**

Despite real economic strain, libraries are still striving to fulfill the needs of their communities and provide technology services that range from basic computer skills to homework help, from career advice to assistance in applying for social services. A majority (70 %) of libraries reported increased use of public access computers. Yet, demand remains so high that 76 % of libraries report an insufficient number of computers to meet demand, and over 45 % lack sufficient Internet connection speed.

Public libraries are challenged to meet the increasing needs of their communities for public computers and sufficient connection speeds for Internet access. (Source: Libraries Connect Communities: Public Library Funding & Technology Access Study, 2010–2011)

### **The Need for Speed and E-readers is Greater Than Ever**

A 2010 national study by OCLC indicated that 4.4 million economically impacted Americans used the library for essential job-related activities. In response, libraries continue to increase their services to job seekers. Nearly 91 % of libraries provide access to online job resources, including software to help patrons create *résumés* and employment materials; and nearly 72 % of libraries help patrons complete online job applications.

Libraries provide a wealth of resources to support small business and entrepreneurs. According to the 2011 PLFTAS, services offered by libraries to develop business plans and other materials to support business start-ups increased by more than 20 % from the previous year.

## **How These National Trends Relate to the Villa Park Public Library**

The budget of the Villa Park Public Library has been affected by the economy and state funding cuts. The Per Capita Grant, which the library received previously from the state government and now from the federal government, has been reduced by almost 16%. The grant money is now coming approximately every 16-18 months, instead of annually. Therefore, the Library can no longer count on this money when determining the working budget for the fiscal year.

In addition, the Library's funding has been limited by a cap on property taxes. Illinois state law puts a tax cap on property taxes, which limits property tax increases to the CPI (Consumer Price Index). For the past three years, the money coming to the Library from property taxes has only increased 2.7%, 1.7%, and 3% respectively. Therefore, the Library's budget has remained relatively flat over the past several years, despite the rising costs of healthcare and liability insurance.

Like other libraries nationwide, the Villa Park Public Library has experienced increased demand for the use of its computers, as well as increased use of its WI-FI. The Library is limited by available space for the computer center and for WI-FI users. The large number of users in the afternoon does at times cause slower Internet speeds. Also, patrons sometimes have difficulty finding an available workstation to plug their laptop computers in.

### **New Technology Affecting the Way Libraries Operate and Communicate with Patrons**

As the use of e-books, Nooks, Kindles, iPads, various tablets and i-phones becomes more and more prevalent, the way the Library delivers information, products, and services to its patrons is continuing to change. More and more book titles are becoming available in e-books. The demand for training in the use of various e-readers is growing.

Presence on social media has become the norm for public libraries, with many having a large number of followers of their Facebook pages. Some libraries have begun to offer text notices for account management and program reminders. Announcements and book recommendations can now be tweeted to library patrons on Twitter.

### **Our Competition**

Although the Villa Park Public Library is the only public library serving Villa Park and Oakbrook Terrace, the Library competes with a number of other businesses and service providers for the time, attention, and interest of our patrons. Competitors in terms of the Library's QuickFlick revenue include Redbox, NetFlix, On Demand, Amazon.com, Target and the many other businesses that rent or sell DVD's. Competition in terms of music CD use includes Pandora Radio, iTunes, Amazon.com and all other businesses that sell CDs. Competitors in terms of provision of books include used book stores, Amazon.com, new books stores, Scholastic book clubs and Scholastic book fairs.

The Library competes for program attendees with other sources of community education and entertainment, such as the local park districts, the YMCA, College of DuPage, and events sponsored by local community organizations. Even television programming can deter potential program attendees. Youth Services programs also compete with school programs, school sports and other extracurricular activities that take up a child's time.

The Internet is another source of competition, becoming a resource sometimes preferred over the assistance of a reference librarian for researching information. The Internet is accessible 24 hours a day, from the comfort of your own home, which can be advantageous for many people.

## **Section 4 – Marketing Objectives**

### **Villa Park Public Library Mission Statement**

The Villa Park Public Library provides equal access to materials and resources to meet the cultural, educational, informational and recreational needs of the community. The Library actively focuses on serving as a community information and activities center and supports the lifelong learning and leisure needs of residents of all ages.

### **Villa Park Public Library Vision Statement**

The Library will provide and promote a diverse assortment of cultural, educational, and recreational services to a continually changing community. The Library will have a facility to accommodate these services as well as expanding collections and evolving technologies.

The Library will provide well-compensated, educated, and motivated staff members who aspire to the highest level of customer service and ethical standards. To fulfill the Library's mission, the Library will also develop strong relationships with community volunteers and organizations.

### **Service Responses From Long Range Plan 2012/2013:**

- Create young readers: Early literacy
- Satisfy curiosity: Lifelong learning
- Succeed in school: Homework help
- Understand how to find, evaluate, and use information: Information fluency
- Know your community: Community resources and services
- Visit a comfortable place: Physical and virtual spaces

In support of the Library's Service Responses, the following marketing goals/objectives have been identified.

### **Measurable Marketing Goals/Objectives**

- Increase number of Library cardholders by 25 per year.
- Increase program participation by 2% per year.
- Increase number of items circulated by 2% per year.
- Increase hits to Library web site by 2% per year.
- Develop a Library marketing committee and meet at least 6 times for the year.
- Send an average of one e-mail newsletter/announcement per month.
- Grow e-mail contact list by 50-100 contacts.

### **Other Areas of Focus:**

- Increase awareness of giving opportunities (ways to donate to the Library).
- Increase marketing for our 3 main fundraising efforts: Tee Time @ the Library, Annual Murder Mystery, and Book Sales.
- Increase Library's presence in other social media outlets (currently have presence on Facebook, Twitter, Pinterest, Goodreads, and Flickr). Expand presence on Instagram and explore possibility of Tumblr, as well as other emerging social networking sites.
- Look into ways to target recently sold homes/welcome wagon type communications.

## **Section 5 – Strategies**

We have identified 3 specific groups from our diverse target market to focus our communication efforts on in the upcoming year. Those groups are:

- 1) Parents of preschoolers
- 2) Adults 55-70 (baby boomers, empty nesters, recent retirees)
- 3) Elementary school-aged children

**Rationale for Selecting Group 1** -- Our early childhood programs are some the best attended within the Library, and *picture books* is consistently the category with the largest number of items circulating from Youth Services. These two facts, in addition to simply observing the number of preschoolers and parents who use the Library on a daily basis, make it clear that there is interest among this group. Although it could be argued that this group is already being well served by the Library, we are currently reaching less than half of all Villa Park residents, which suggests there are more residents in this group still to be served. Also, patrons currently utilizing the Library's programs and services, may not be fully aware of all the Library has to offer them. Therefore, this is a good group to address with our targeted marketing efforts. In addition, targeting this group addresses Service Response #1 from the Long Range Plan, *Create Young Readers: Early Literacy*.

**Rationale for Selecting Group 2** -- Our Adult Services programs are largely attended by adults past the age of 55. This group, which includes baby boomers, empty nesters and recent retirees, may find themselves with more free time for reading, watching movies, learning about new hobbies or areas of interest, and attending library programs. Although the Library does not track the ages of program attendees, discussion with Adult Services librarians and Circulation staff indicates that patrons from this age group are frequent library users and attendees of library programs. Targeting this group ties in with Service Response #2 from the Long Range Plan, *Satisfy Curiosity: Lifelong Learning*.

**Rationale for Selecting Group 3** – The circulation numbers of the Youth Services Department increase significantly in June and July, during the months of the summer reading program. The largest group of participants in the summer reading program are the 'Read to Me' participants (240), who are already being addressed in Group 1 above. The second largest group of participants are the elementary school aged patrons. There were 175 elementary school aged participants in the summer reading program in 2012. There are over 4,000 elementary school aged children residing in Villa Park. The 2012 Illinois District Report Card for District 45 indicates that 45% of their students are low-income students and 19.2% have limited English proficiency. Low-income students may have greater need for the free resources provided by the Library. Targeting this group ties in with Service Response #3 from the Long Range Plan, *Succeed in School*.

## **Section 6 – Marketing Communications Media**

### **Marketing Communications Methods Currently Employed by the Library**

- **Newsletter** – The Library's newsletter, *The Resource*, is distributed 3 times per year. It is an 8-page, full color newsletter, which highlights the programs and services offered at the Library. The newsletter is mailed to all residential and business addresses in Villa Park and Oakbrook Terrace. When the printer gives us an over-run, the newsletter will also be distributed at the Village Hall and the Park District locations in Villa Park and Oakbrook Terrace.
- **Web Site** – Program dates, times and descriptions are highlighted on the Library's web site, as well as library announcements, book recommendations, the *Resource*, the event calendar, access to your library account, digital reference services, and the online catalog. For FY 2012/2013, the Library's web site averaged 20,082 views per month. Based on totals from the last quarter of

FY 2012/2013, the pages receiving the most views were 1) Home Page 2) Digital Reference 3) Argus Obituary Index 4) Online Catalog 5) Calendar.

- **Social Media Marketing** – Currently there are 422 people who ‘Like’ the Library on Facebook. The last week of April 2013, the Library’s Facebook page reached 1,000 people. Women age 35-44 comprise the largest group (19.1%) of the total people being reached by the Library’s Facebook page. Women age 45-54 were the second largest group (18.1%).

The Library has 271 followers on Twitter. The Adult Services Department sends 2-4 tweets per day about book recommendations, programs, services and other library-related announcements.

- **Press Releases** – Five to ten press releases are sent out each month. Most of the press releases promote a specific program or group of programs being offered by the Library. Press releases are sent to the following publications: The Daily Herald, The Chicago Tribune, The Independent, The Villa Park Review, The Villa Park Argus, and Coffee News.
- **Billboard** – The departments of the Village of Villa Park are offered the opportunity to advertise free of charge on the digital billboard near the corner of Roosevelt Road and Ardmore Avenue, when space is available. Paid advertisements take precedence, so there is no guarantee the Library’s ad will run. We have taken advantage of this free service a few times in the past. However, one of the ads we submitted never made it up on the billboard.
- **Cable Channel** – Slides promoting the Library’s programs are displayed on the local cable channel along with other village news and announcements.
- **Slides** – Once the Resource is sent to print, slides are created by the Web Content Assistant for each of the programs listed in the Resource. These slides are displayed 1) on the home page of the web site 2) on the television screen in the Library lobby 3) on the digital picture frames at the YS and AS information desks and 4) on the local cable channel. The artwork from these slides is also used to create flyers which are hung in the elevator and on display boards around the Library.
- **Flyers** – Flyers are hung in the Library’s elevator and on display boards around the Library.
- **Tee Time @ the Library** – This is an annual fundraising event, which raises money for the Library’s Early Literacy program. In addition, it is a fun event for the community, which helps the Library build positive community relations.
- **Promotions** – The Library participates in national library celebrations such as Library Card Sign-Up Month in September and National Library Week in April. To call attention to these celebrations, the Library gives away promotional items such as pencils, bookmarks and library card protectors. The Summer Reading Program is another large promotion for the Library. Many of the rewards/giveaways for this program are donated from area businesses.
- **School Liaison** – The Youth Services Department’s School Liaison utilizes school visits, e-mails, press releases, special events, brochures and flyers to communicate with teachers and students, in order to make them aware of the many resources the Library has to offer them.

### Marketing Plans in Progress

- **E-mail Marketing** – The Library has purchased e-mail marketing services from Constant Contact, and had begun building a contact list. It will be a goal this year to send an average of one e-mail newsletter/announcement per month. It will also be a goal to grow our e-mail contact list by 50-100 contacts.

- Web Site Redesign – A website redesign is in progress and is projected to be completed within the next few months.
- Survey and Focus Groups – The Library Board has hired Executive Service Corps of Chicago to assist them and Library staff in developing a 3-year strategic plan. The process will include a survey of the community, community workshops/focus groups, and a complete SWOT analysis.

## **Section 7 – Message**

The general message of our marketing materials will be:

- The Library offers you **free** access to the latest music, movies, e-books and books.
- The Library is a great source of free entertainment and free education.
- Using the Library is a great way to save money and still do the things you enjoy.

Marketing materials specifically targeted to group 1 (parents of preschoolers) will focus on **free** entertainment and educational programs and materials, and the importance of early literacy skills. Story times and other early childhood programs will be of interest, as well as picture books, children’s music CDs, DVDs, puzzles, and puppets. Books on parenting and teaching may be of interest as well.

Marketing materials specifically targeted to group 2 (adults 50-65) will focus on **free** entertainment and learning for pleasure/lifelong learning. Fiction and nonfiction books, e-books, DVDs, music CDs, book discussions and adult programs will be of interest to this group. Free Internet access, computer classes, and Mango Languages training may also be of interest.

Marketing materials targeted to group 3 (elementary school students) will focus on **free** access to books, movies, games (Wii, Nintendo, DS etc.), computer games and Internet access. Brainfuse Online Homework Help and programs such as Chess Club, Lego Builder’s Club, Kid’s Book Club and Youth Services Special Events may also be of interest.

Marketing materials will include language that indicates that residents have already paid for these services through their taxes, but that the use of these services presents no additional charge. Return on investment calculations will also be used to show patrons the savings they experience by using the Library.

## **Branding**

Currently the Villa Park Public Library’s brand is: *at the heart of the community*. This tag line is included in the logo, along with a heart and the script V. The logo colors are black with the heart in red, or sometimes black with mulberry (used on the Library letterhead). The web site colors are currently blue and gray, and there is currently no logo on the web site. However, the web site is in the process of a redesign which will add the logo and more color, and will offer a more polished and inviting layout and improved navigation.

The brand statements, colors, web sites and newsletters of 16 other local libraries were reviewed, and notes were made on what we liked about each, and what we did not like. After careful consideration, it was decided that our current brand statement, *at the heart of the community*, is still current and relevant. In fact, the American Library Association’s theme for this year’s National Library Week is *Communities Matter*.

Although the brand statement will not change, the look of the newsletter and the web site are being updated. Both will have a cleaner look, making the pages easier to navigate and information easier to locate. The addition of more color to both the newsletter and web site will also make them more inviting.

In 2011, the newsletter was converted from 1-color to 2-color, to make the text more readable. In 2012, the font size was increased, and the number of pages of the newsletter increased from 4 to 8 to allow for

more white space and a more inviting and readable layout. In 2013, the newsletter was converted to full color, with no additional cost from the previous 2-color printing prices. Previously, only part of the logo and no branding were included in the masthead of the newsletter. In the latest newsletter layout, the current brand (*at the heart of the community*) and logo are included.

## **Section 8 – Marketing Budget for 2013**

### **Newsletter**

Printing	\$7,500 (\$2,500 x 3 issues)
Postage	<u>\$3,000</u> (approx \$1,000 per issue)
	10,500 /yr

### **Promotions**

National Library Week	\$100 (spent \$80 this year)
Library Card Sign-up Month	\$150 (spent \$200 this year)
Miscellaneous promotional items	<u>\$200</u>
	\$450

### **E-mail Marketing**

Constant Contact	<u>\$14/mo</u> (up to 500 contacts, at 501 price goes up to \$24.50)
	\$168/yr

### **Tee Time @ the Library**

Golf Course Rental	\$1,200
Entertainment	<u>\$ 550</u>
	\$1,750 (covered by Sponsor money/not included in budget total)

<b>Total 2013 Marketing Budget</b>	<b>\$11,118</b>
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## **Section 9 – Staffing**

### **Marketing Communications Specialist** (15 hours/wk) – Maureen O’Brochta

- Library newsletter (creation, printing and distribution)
- E-mail marketing
- Tee Time @ the Library (fundraising, event planning and marketing)
- Monitoring home page of Library web site to make sure content is current
- Press release distribution
- Marketing Communications plan development and management
- Ordering of promotional materials
- Flyer creation (for elevator and internal bulletin boards)
- Employee newsletter
- Manage printing of Summer Reading Program materials

### **Web Content Assistant** (17 hours/wk) – Melissa Heischberg

- Web Site Content Management
- Slide Development
- Creates graphics for Tee Time

### **Adult Services Department**

- Plans programs to bring patrons to the Library
- Writes press releases for Adult Services programs
- Creates web site content for Adult Services page and home page
- Social Media Marketing (Facebook, Twitter, Flickr, Instagram, Pinterest, GoodReads)
- Creates flyers from slide artwork and template

### **Youth Services Department**

- Plans programs to bring patrons to the Library
- Writes press releases for Youth Services programs
- Creates web site content for the Youth Services page
- Plans events to get students and teachers involved in the Library
- Creates brochures, flyers and monthly program calendars.

## **Section 10 – Measuring Success**

Success will be determined by whether the measurable goals/objectives from Section 4 are accomplished. For the most part, the numbers required for measuring these goals are already being tracked and reported in various library reports.

### **Objectives Being Used for Measuring Success (taken from Section 4):**

- Increase number of Library cardholders by 25 per year.
- Increase program participation by 2% per year.
- Increase number of items circulated by 2% per year.
- Increase hits to Library web site by 2% per year.
- Develop a Library marketing committee and meet at least 6 times for the year.
- Send an average of one e-mail newsletter/announcement per month.
- Grow e-mail contact list by 50-100 contacts.

Circulation numbers and number of cardholders come from the monthly reports generated by the Head of the Circulation Department. Program attendance numbers are tracked by the Adult Services and Youth Service departments, and are included in their monthly reports. Web site hits are available through Word Press, our web site's content management system. The last three objectives, listed above, will be tracked by the Marketing Communications Specialist.

Progress will be reviewed in July 2014 and reported to the Library's Board of Trustees. If adjustments to the plan are needed at that time, they will be made. Progress will once again be reported in July 2015.