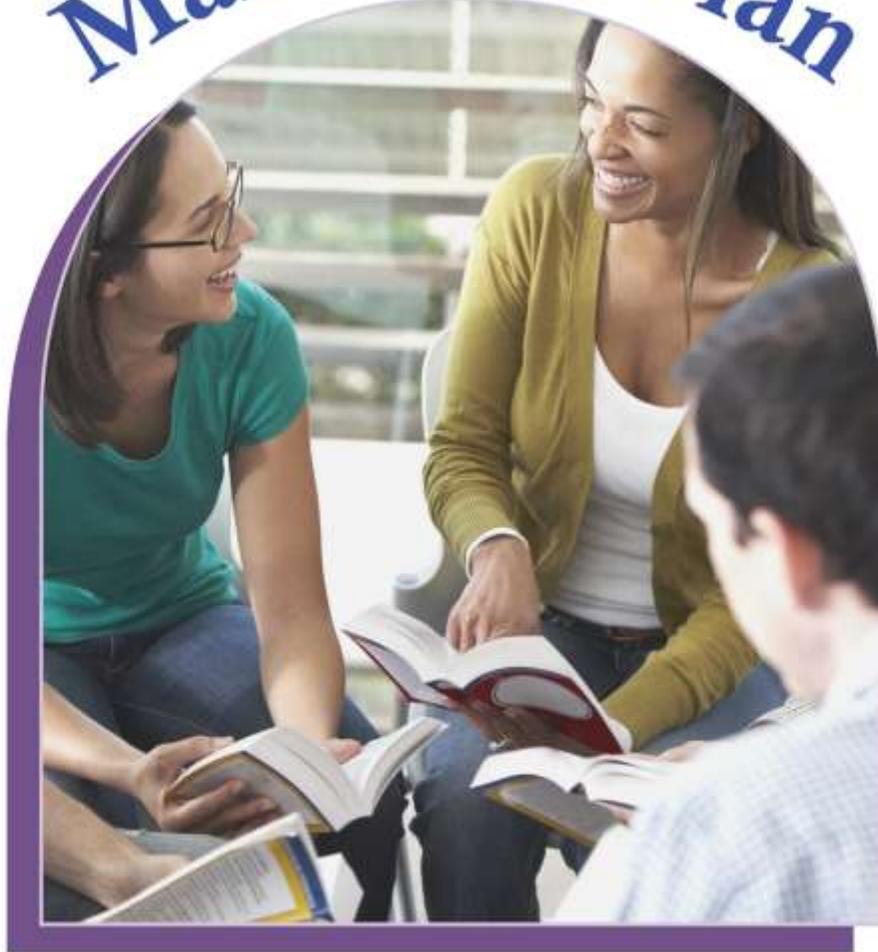


# Marketing Plan



**2022-2024**

305 S. Ardmore  
Villa Park, IL 60181  
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[www.vppl.info](http://www.vppl.info)

## Background Information

Marketing initiatives identified in the Strategic Plan include:

- Branding, programs, and services readily identify the library as a trusted and essential presence in the community.
- Engage with those who do not yet use the library.
- Develop an effective and coordinated internal and external communications program.

The 2020-2022 Strategic Plan was officially adopted by the Board of Trustees in January 2020. It is available to the public at the Villa Park Public Library website ([www.vppl.info](http://www.vppl.info)) on the *Library Policies and Plans* page.

## Library Mission, Vision, and Values

During the strategic planning process, the Library defined its mission (why we exist), vision (what we aspire to be), and values (what we believe in) as presented below:

**Mission:** The mission of the Villa Park Public Library is to serve the cultural, social, and community needs of a diverse population by providing equitable access to informational, educational, and recreational resources. We strive to bring people, information, and ideas together to enrich lives.

**Vision:** The Villa Park Public Library shall foster the joy of reading and the spirit of exploration, cultivate creativity, and promote lifelong learning for our community. The library provides a center for information and discovery through our collections, programming, and responsive services. The library is a place for our community to read, explore, create, and enjoy.

**Values:** The Villa Park Public Library Board of Trustees, staff, and volunteers are committed to the following values:

- We value our patrons by responding to them with equal, respectful, accurate, and friendly service.
- We value our patrons' right to privacy, confidentiality, and intellectual freedom.
- We value reading and learning as core elements for growth.
- We value full and equal access to information, collections, and programs.
- We value our residents by developing strong relationships with community volunteers and organizations.
- We value educated and motivated staff members who aspire to the highest level of customer service and ethical standards.

Villa Park and Oakbrook Terrace community demographics have been included with this Plan.

## Villa Park Community

### General Population Characteristics

Population: 22,263\*

Households: 69.4% owner occupied; 30.6% rental

Completed Bachelor Degree or above: 35.8%

Median age: 37.1

Single parent household: 5%

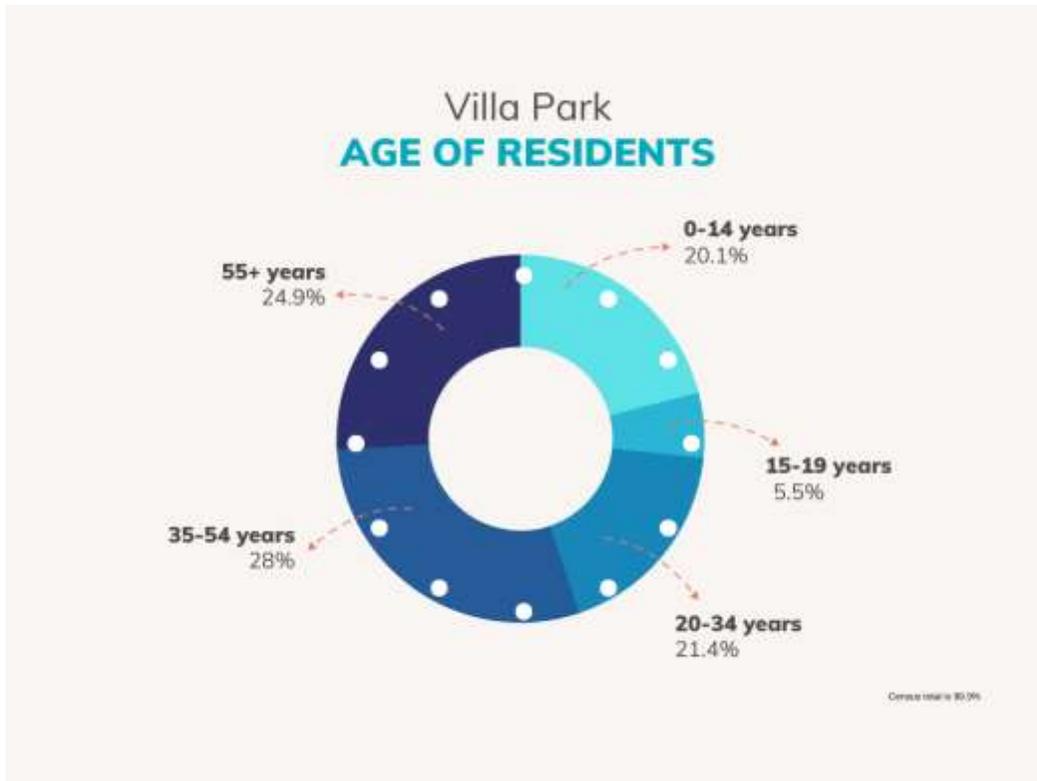
Languages spoken at home:

73.4% English, 17.9% Spanish, 6.8% Other Indo-European, 1.5% Asian and Pacific Island

### Income

Median household income: \$71,724

Median value of home: \$229,400



\*Population (Census 2020)

# Oakbrook Terrace Community

## General Population Characteristics

Population: 2751\*

Households: 59.8% owner occupied; 40.2% rental

Completed Bachelor Degree or above: 49.4%

Median age: 37

Single parent household: 2.9%

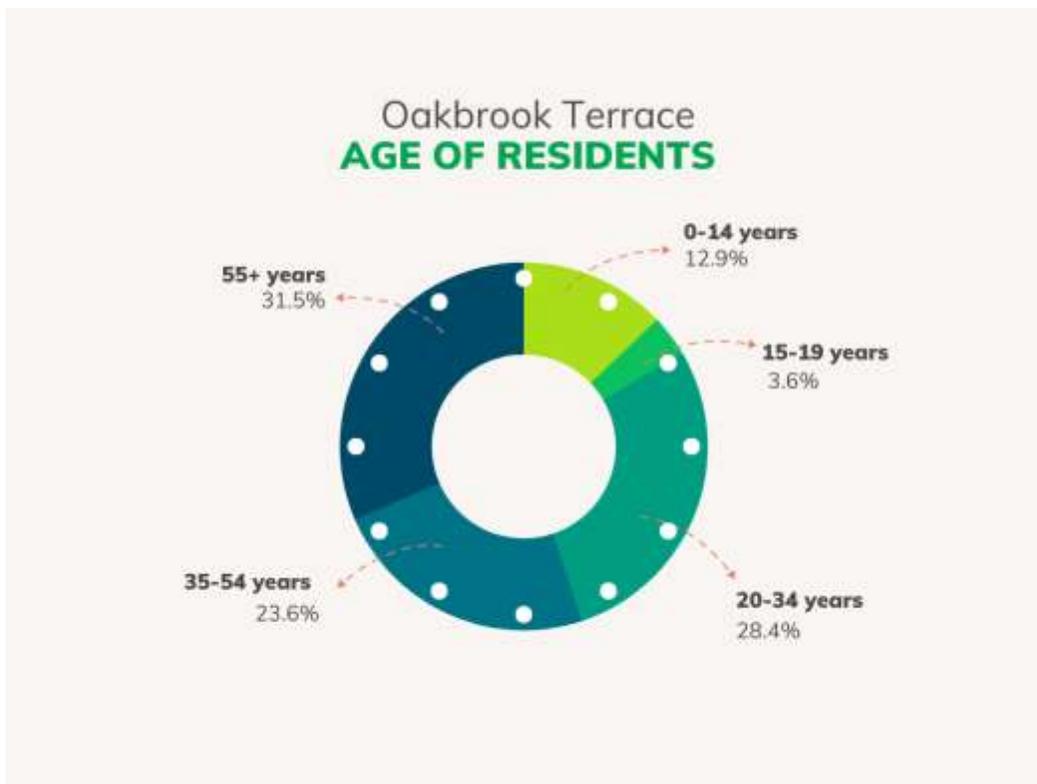
Languages spoken at home:

69.8% English, 17.3% Other Indo-European, 9% Spanish, 3.6% Asian and Pacific Island

## Income

Median household income: \$72,326

Median value of home: \$320,998



\*Population (Census 2020)

## Development of Marketing Plan

The Marketing Plan is conceived as a three-year plan covering the 2022, 2023, and 2024 fiscal years. The plan will be re-evaluated and updated as needed triennially. The intent of the plan is to provide staff guidance on how to share information with community members about library goals and objectives previously identified in the Library's Strategic Plan.

The Library's Programming, Outreach, and Marketing Services (POMS) workgroup is responsible for creating and updating the Marketing Plan. A community survey of our service area will be included in the next Strategic Plan (post-pandemic).

## Library Marketing Goals

It is important for the library to market its services and resources to successfully increase use of materials and resources. Successful marketing also demonstrates the library's relevance to the community.

Three goals were identified by staff:

- Create wayfinding and a user-friendly experience in the library.
- Promote the library in the community and raise awareness of library services and resources.
- Manage the library's brand.



# **Goal 1: Create Wayfinding and User-Friendly Experiences in the Library**

## **Strategies:**

- A. Review signage in current building and find ways to improve the community's experience.
  - a. Identify locations where patrons seek help because signage doesn't exist and/or needs updating
  - b. Reevaluate current language on signage. Change library jargon language to language that is clear to the public.
  - c. Transform the appearance of current and new signage to align with the library's brand.
  
- B. Plan for how to create a positive community experience in the new library.
  - a. Visit bookstores, other libraries, etc. and gather ideas to create a welcoming feel inside and outside the library.
  - b. Develop interactive features and passive programming that engages members of the community.
  - c. Attend marketing webinars in order to further develop ideas on creating digital and print signage.
  
- C. Update branding/identity in current and new library to create unified look and feel throughout the library, including:
  - a. Develop publicity and materials for the Digital Media Lab.
  - b. Determine name and develop materials for the Youth Makerspace.
  - c. Update and unify signage for library publicity material.
  - d. Select name and develop branding, materials for Teen space.

## **Desired Outcome:**

Community members will have a more enjoyable experience in the current library, find what they need with ease, and discover library services and resources they didn't know about previously. The library will have an updated and unified appearance.



## Goal 2:

# Promote the Library in the Community and Raise Awareness of Library Services and Resources

### Strategies:

- A. Promote library offerings to in-house audience.
  - a. Create one page promotion sheet of talking points for staff word of mouth opportunities.
  - b. Use strategically placed posters, flyers, bookmarks, cards, etc. in the building.
  - c. Promote upcoming programs, resources, and services to program attendees.
  - d. Make public announcements at the start of some programs.
- B. Create dynamic displays to encourage learning and exploration in the Library
  - a. Review webinar *Not Just For Kids: Book Displays*.
  - b. Review displays found on Pinterest boards.
  - c. Take advantage of opportunities presented by unused spaces (endcaps, elevators, etc.).
  - d. Develop multi-media and interactive displays.
- C. Educate community on how to use the library and its resources through multiple channels.
  - a. Produce how-to videos.
  - b. Develop programming on library resources (“intro to...”, drop-in).
  - c. Create unified “campaigns” for promotion that include print materials, eNews, website, digital signage, etc.
- D. Promote library offerings throughout the community.
  - a. Attend outreach events at schools.
  - b. Partner with the VP Parks and Recreation Department and Oakbrook Terrace Park District at various events.
  - c. Host Chamber of Commerce breakfast/dinner meeting annually.
  - d. Purchase and vinyl wrap library van for use at events, homebound visits, school visits, etc.
- E. Use community ambassadors to reach additional groups in our community.
  - a. Build new relationships in the community.
  - b. Develop ongoing communication with community partners.
  - c. Assist our partners in the community achieve their goals.

### Desired Outcome:

Raise awareness of the full range of services the library offers to members of the community. There would be an increase in the use of the library’s services.



## Goal 3: Manage the Library's Brand

### Strategies:

- A. Stay up-to date on marketing methods/metrics to ensure a relevant and results-oriented approach.
  - a. Enhance print newsletter beyond a program guide to share community perspectives and more library resources and services.
  - b. Continue to enhance/update website to ensure it is dynamic and regularly updated.
  - c. Use social media strategically to share our message and acknowledging that the algorithms of each site limit our reach and impact in the community.
  - d. Include more interactive opportunities for our public in our social media efforts.
  - e. Ensure administrators of social media outlets can respond to patrons' questions in a timely manner.
  - f. Increase the number of subscribers for our email newsletter.
- B. Create informative and user-friendly marketing materials that target specific groups/users/members of the community.
  - a. Create an all-library welcome packet.
  - b. Develop marketing toolkits for outreach.
  - c. Create marketing materials that target specific audiences to address their needs: parents, educators, book clubs, seniors, etc.

### Desired Outcome:

Branding is like a signature: it is how community members recognize us. To work, it has to be consistent and repeated. We want community members to immediately recognize materials from Villa Park Public Library. Branding standards are meant to ensure that the library presents a cohesive brand to the public. Consistency means that you use your brand message and visuals in the same way on all of your marketing materials, signage, and flyers.

