

MARKETING PLAN



2026-2028

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) 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%

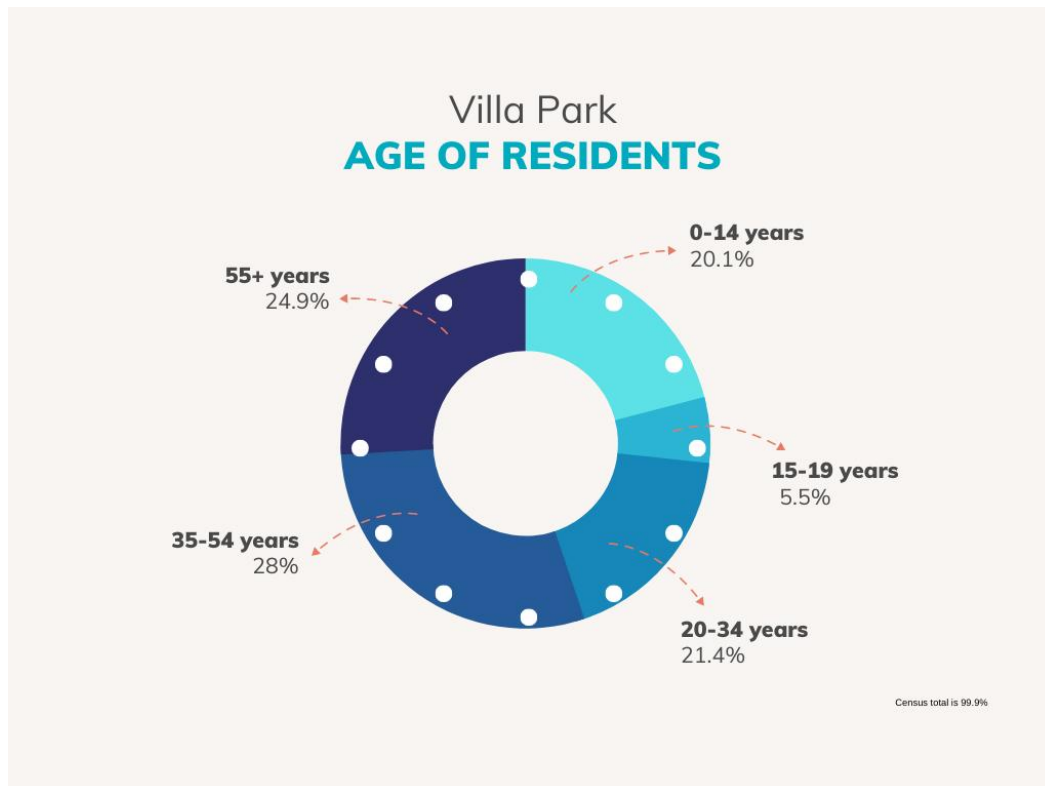
Languages spoken at home:

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

Income

Median household income: \$95,015 (updated with 2024 numbers, 9-4-26)

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%

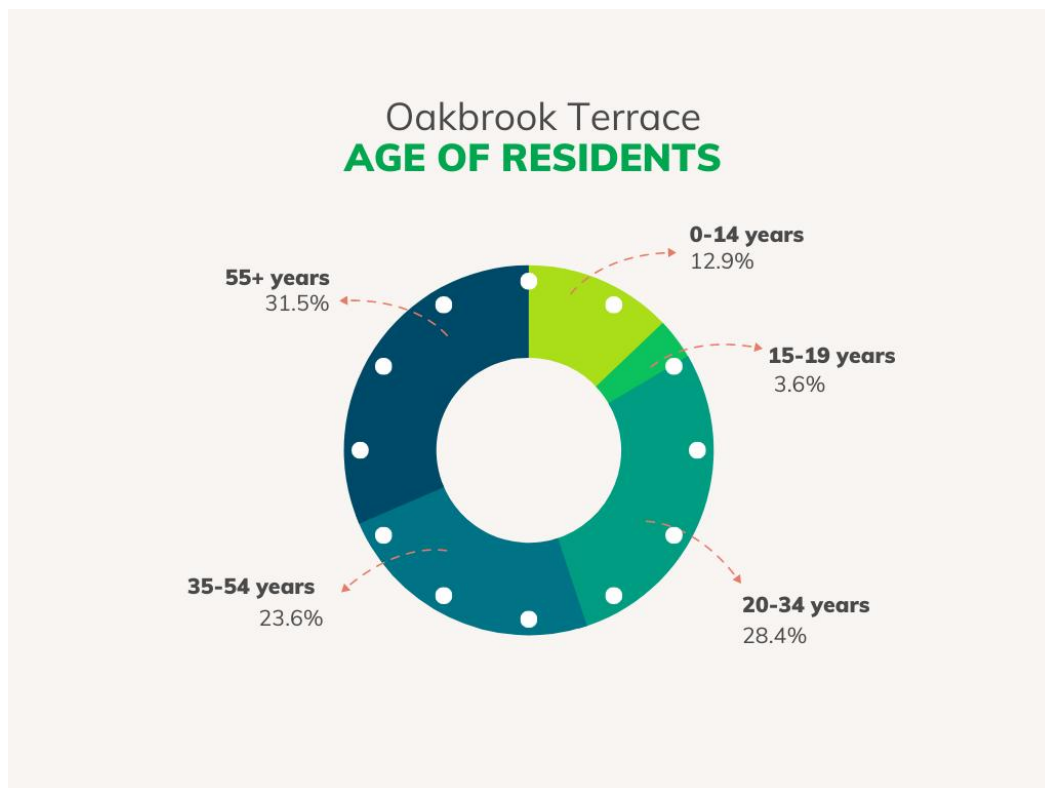
Languages spoken at home:

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 2026, 2027, and 2028 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:

- Improve wayfinding and continue to foster 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:

Improve Wayfinding and User-Friendly Experiences in the Library

Strategies:

- A. Review signage 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. Ensure signs contain language that is clear to the public.
 - c. Ensure current and new signs aligns with the library's brand.
- B. Plan for how to create a positive community experience in the library.
 - a. Visit bookstores, other libraries, etc. and gather ideas to create a welcoming feel inside and outside the library.
 - b. Develop interactive activities and passive programming that engages members of the community.
 - c. Attend marketing webinars in order to keep current with trends.
- C. Update branding/identity in library to create unified look and feel throughout the library, including:
 - a. Develop publicity and materials for the Creative Maker Studio.
 - b. Develop publicity and materials for the Youth Maker Space.
 - c. Select name and develop branding, materials for Teen space.

Desired Outcome:

Community members will have a more enjoyable experience in the 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. View relevant webinars.
 - b. Take inspiration from displays shown on social media.
 - c. Develop engaging displays, both physical and digital.
- C. Educate community on how to use the library and its resources through multiple channels.
 - a. Provide easy access to how-to videos.
 - b. Develop programming on library resources.
 - c. Create unified campaigns for promotion that spans print materials, digital materials, signs, 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.
- E. Utilize outreach staff to reach additional groups in our community.
 - a. Build new relationships in the community between partners and library staff.
 - b. Develop ongoing communication with community partners.
 - c. Assist our partners in the community achieve their goals.

Desired Outcome:

Increase 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 e-newsletter with library resources, services, and more.
 - b. Explore alternative strategies to producing and distributing print newsletter and other print media.
 - c. Continue to enhance/update website to ensure it is dynamic and regularly updated.
 - d. Use social media strategically to share our message.
 - e. Ensure administrators of social media outlets can respond to patrons' questions in an accurate and 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. Update the library welcome packet as needed.
 - b. Maintain marketing toolkits/bins for outreach.
 - c. Create marketing materials that target specific audiences to address their needs: parents, homeschoolers, educators, book clubs, seniors, etc.

Desired Outcome:

Deliver library marketing materials that feature consistent branding based on the library's style guide. Learn about and adapt to new trends and marketing opportunities.

