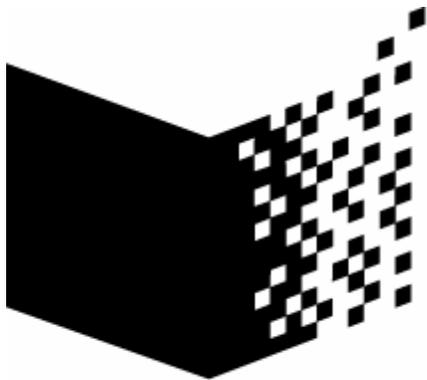


**Pierce County Library System  
2007 Marketing and Communications Plan**



**Pierce County  
Library System**

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**Information & Imagination**

**[piercecountylibrary.org](http://piercecountylibrary.org)**

**September 26, 2006**

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**Pierce County Library System's Mission:**

*To bring the world of information and imagination to all people of our community.*

**Introduction**

In 2007, Pierce County Library System will focus its marketing and communications efforts to promote the Library System's benefits and services. The Library System will market priorities that match its overall communication goals. Some of the activities will continue to include establishing tools and processes to build a strategic and cohesive communications infrastructure, while being dynamic, adaptive, and responsive to change.

The Marketing and Communications Plan involves all staff to accomplish comprehensive marketing results.

**Goals**

1. Consistently and effectively position the Library System as a highly valued resource.
2. Using a variety of marketing and communication strategies and tools successively promote the Library System's benefits and services.
3. Enhance key audiences' awareness about the Library System's significance and value.
4. Using marketing and communications, assist the Library in its efforts to increase visits to branches and Web site.
5. Provide measured and meaningful information about library services to target audiences.

**Brand Position, Promise, and Personality**

The Library System's position is to bring people and ideas together. Its value and benefit to the public is free and easy access to information, books, and learning.

The Library's brand promise is to be a valued asset to the community and leader in the community for early literacy and life-long learning.

The Library's personality is smart, fun, friendly, and open to new ideas.

The Library needs to market itself in venues and with messages that show how this valued community asset brings people and ideas together in a smart, fun, and friendly manner.

**Key Audiences/Markets**

- Customers and potential customers, with specific emphasis on:
  - Families with preschool and school age children
  - ‘tweens and teens
  - Active older adults
- Community leaders

<b>Key Audiences</b>	<b>Real or Perceived Values</b>
Families with children, which are key to the cycle of library life use Children 0-9, with early learning focus Families new to the area, recent homebuyers Extended families, grandparents	Good quality of life Education Family time Reading is succeeding
‘Tweens, children age 11-14 *	Peer acceptance Parent/teacher recognition Family time Good grades
Teens *	Peer acceptance Determining life direction, meaning, value 87% of teens have Internet access—they are mobile
Active older adults <ul style="list-style-type: none"> <li>• Caregivers</li> <li>• Families</li> <li>• Older adult organizations</li> <li>• Pre-retirees</li> </ul>	Interested in personal income for retirement Getting and maintaining good health Interest in life-long learning Recreation

\* Note: In order to successfully bring ‘tweens and teens to libraries, programs and services need to be created to attract this demographic.

## **Partnerships and Messengers**

- News media
- School districts in service area
- Local governments in service area
- Northwest Trek
- Point Defiance Zoo and Aquarium
- Pierce County Transit
- Tacoma Art Museum
- Children's Art Museum
- Tacoma-Pierce County YMCA
- Pierce College
- Tacoma Community College
- Pacific Lutheran University

## **Involved and Interested Individuals and Organizations**

- Board of Trustees
- Library staff
- Pierce County Library Foundation and donors
- Friends organizations
- American Libraries Association, Washington Libraries Association, other libraries

## **Community Outreach Department Communications**

The Library System's Community Outreach Services (COS) Department will develop area-specific work plans, which will include specific marketing tactics for key audiences, including Korean and Spanish-speaking people, homebound people and their care-givers, and adult care facilities. The COS Coordinator and Library's Communications Director will work with the COS Department to ensure their communication efforts align with the Library System's overall communication goals.

## **Messages**

### **Key Messages**

Organizations should have key messages to succinctly and consistently tell their story: what the organization is, why it is important, and to whom it serves/works with.

1. The Pierce County Library System's 17 branches, three bookmobiles, and online services bring people together and provide children and adults with opportunities to learn and enrich their lives.
2. The Library System offers kids, teens and adults, fun, education and free access to more than a million books, CDs and movies, as well as numerous programs to help kids and teens read and do their homework. Pierce County Library is the largest free source of books and resources for children in Pierce County.
3. Libraries are fundamental to successful communities and families.

### **Additional Messages**

1. A 2005 report, Hennen's American Public Library Ratings, based upon 2004 data, ranked Pierce County Library System 15<sup>th</sup> overall compared with 97 libraries nationwide, which serve 250,000 to 500,000 people.
2. Public opinions about the quality of Pierce County Library are high. In a 2006 survey of 400 residents, 84 percent of the respondents gave high ratings to the quality of the Library, yet it still lacks in important and valued library services.

### **Value of Library Messages**

In a public opinion poll by Public Agenda in 2006:

- People gave libraries the best grades of any community institution named in the survey. Nearly half of the respondents gave libraries an A—a higher grade than public schools, police, and local news media.
- People said public libraries are essential for “maintaining a productive community.”
- The public said having computers and Internet access in libraries is essential, as well as having public access to other multimedia resources.
- More than three-quarters of library users say libraries spend tax dollars wisely and 6 out of 10 people who don't use libraries say they believe libraries use funds wisely.
- Respondents said they see libraries as potential solutions to many communities' most pressing problems, in particular access to computers and a safe place for teenagers.

## **Communication Activities and Tools**

Point-of-branch and external marketing are both important.

In 2007, the Library System has four broad communication activities:

- Continue developing communications infrastructure.
- With voter approval of a re-authorized levy rate, communicate results of funding.
- Develop and implement focused marketing to reach key audiences—families with children, ‘tweens and teens, and active older adults.
- Perform necessary and ongoing marketing and communications.

## Infrastructure Development

Some of the following activities and tactics will require separate communication strategies or work plans.

Activity or Tactic	Key Audience	Target Date	Lead Staff
<p><b>Evaluate teen blog usage/success/determine whether communication tool met goals</b></p> <p><b>Determine next steps for blogs and implement, as determined</b></p>	<p>Customers Potential Customers</p>	<p>November 2006</p> <p>January 2007</p>	<p>Judy/Georgia/Andrew S.</p> <p>Georgia/Andrew S./Mary</p>
<p><b>Ensure participation in systemwide fairs and events that position Library with its target audience.</b></p> <ul style="list-style-type: none"> <li>• <b>Puyallup Spring Fair</b></li> <li>• <b>Puyallup Fair—Interest in a limited participation as a school district does ‘because the fair allows those groups to change out for a one day stay as opposed to a multiple day commitment. Perhaps Puyallup or Bethel School District’s Fair Day.</b></li> <li>• <b>Livable Communities Fair</b></li> <li>• <b>Washington Homeschoolers</b></li> </ul>	<p>Customers and potential customers Community Leaders Partners</p>	<p>January 2007</p>	<p>Georgia/Community Outreach Coordinator w/assistance from Judy/David/Mary</p>

<p><b>Continue to arrange and manage photo morgue/library</b></p> <p><b>Provide further training for using digital cameras all Big 6 and COS. Encourage staff to take quality photos, use photo permission forms and provide to Carol S.</b></p>	<p>Families  'Tweens and teens  Older adults  Partners  News media  Involved and interested individuals</p>	<p>January 2007-  Ongoing</p>	<p>Mary—hire photographer and develop shot sheet.  January 2007</p> <p>MAC/COM—review shot sheet  February 2007</p> <p>Jean—Continue logging photos</p> <p>Steve—training to staff</p> <p>MAC—encourages staff to take quality photos and get to Comm. Dept.</p>
<p><b>Sponsorship recognition—in printed materials, Web site, branches, advertising. Determine best way to recognize sponsors consistently.</b></p>	<p>Foundation  Donors  Potential donors  Community leaders</p>	<p>February 2007</p>	<p>Lynne  H./David/Carol/Andrew/  Mary</p>
<p><b>Continue to develop local government partnerships</b></p> <p><b>Meet all city government communication directors.</b></p> <p><b>Work with them to get articles/information in city newsletters and vice versa. Emphasize partnership—Web linking; distribution of city materials in libraries, etc.</b></p>	<p>Customers and potential customers  Partners  Community leaders</p>	<p>March-September  2007</p>	<p>Mary</p>

<p><b>Branch entryways/lobbies/library marketing and informational materials in 6 branches—based upon review of branch entryway/lobbies and publication focus groups, implement changes. Make library marketing and informational materials easily accessible and invitingly displayed in entryways, as well as distinct from public community materials. May use kiosk/stands w/boards and holders and/or slot walls w/Plexiglas holders for brochures, fliers.</b></p>	<p>Customers</p>	<p>April-June 2007</p>	<p>Nancy/Mary/David/MLs</p>
<p><b>Develop and implement plan to print with high speed color printer/copier.</b></p>	<p>Staff use All benefits</p>	<p>By July 2007</p>	<p>Consultant, w/assistance from Carol S. and overview by Mary</p>
<p><b>Quarterly review of branch entryways/lobbies and/or other areas (very few) w/marketing and informational material to ensure most current material displayed in a fashion that aligns with Library's brand and is accessible and inviting to customers.</b></p>	<p>Customers</p>	<p>August 2007/November 2007</p>	<p>Carol/Nancy/Jean</p>

<p><b>Make Public Web Site Interactive</b></p> <p><b>Event registration—January 2007—Judy/David</b>  <b>Our Own Words—January 2007--Judy</b>  <b>Nancy Pearl’s book reviews—January 2007--</b>  <b>Sharon</b>  <b>Meeting room reservations—April 2007--David</b>  <b>Obituaries—July 2007—Jane Miller</b>  <b>Human resources job board—December 2007--</b>  <b>Holly</b></p> <p><b>This area has budget implications and SiteCrafting would like to meet w/the individuals involved w/each of these online services, then propose a bid. Those meetings and bids will not occur until after October 2006. Neel and Georgia will determine which Web site projects will proceed.</b></p> <p><b>Ensure PCLS site links to other sites and vice-versa. Get on all sites of cities PCLS serves; all media sites with community pages to libraries; all school district sites, etc. Include community linking page from PCLS’ site, as well.</b></p>	<p>Families  ‘Tweens and teens  Active older adults  Partners  News media  Involved and interested individuals  Foundation</p>	<p>Completed by December 2007</p> <p>Market, mostly marketing online—Web and list serv.</p> <p>Completed by March 2007</p>	<p>Andrew w/Judy, Georgia, David, Sharon, Jane, Holly, as applicable for interactive</p> <p>Andrew/Mary</p> <p>Andrew w/Mary, as needed</p>
<p><b>Per overall emergency response planning, develop crisis communications plan</b></p>	<p>Customers  Potential Customers  Media</p>	<p>DAVID—TO PROVIDE DATE</p>	<p>Mary—develop</p> <p>David/Larry/Georgia/Neel—review</p>
<p><b>Collect reach data annually.</b></p>	<p>Involved and interested individuals</p>	<p>Ongoing</p>	<p>Mary</p>

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## **Your Dollars in Your Libraries Communications**

With voter-approved re-authorized levy rate, develop a separate communications strategy to inform and involve communities with the results of funding.

## Families

Some of the following activities and tactics may require separate communication strategies or work plans.

Activity or Tactic	Key Audience	Target Date	Lead Staff
<p><b>Communicate “Raise the Reader”—plant bulbs in fall potentially at PKS/Summit/SH/LWD/GHM/BL branches may have children record readings in a reading log, in February/March celebrate reading and daffodils/tulips/flowers raise from ground. YS coordinate with schools—currently Dieringer in BL, Puyallup in SH, Bethel in GHM and PKS, Franklin Pierce in Summit, and Clover Park in LWD exploring participation w/schools. Connect with nursery/nurseries to sponsor. Other gardening-connected options—Raise the Reader in the Spring and connect with Foundation. Lynne H. could distribute seeds with mailings to “grow” donors.</b></p> <p><b>COM develops posters.</b>  <b>YS coordinate placement of posters in branches and schools.</b>  <b>Mary coordinates event w/school communication directors.</b>  <b>Andrew and YS develop Web page.</b>  <b>Mary develops news release and listserv message announcing beginning.</b>  <b>Mary develops news release and listserv message announcing winners.</b></p>	<p>Families ‘Tweens</p>	<p>Kicks off Fall 2006</p> <p>Reading begins Winter break 2006 and ends around February/March 2007</p>	<p>YS w/Communications, Andrew, and Mary</p>

<p><b>Communicate Teen Writing Contest, Our Own Words.</b></p> <p><b>Marketing Materials:</b></p> <p><b>Print rules and application/registration form</b></p> <p><b>Work w/TNT on ads—PCLS provides artwork and ads. With Lynne H.’s assistance, TNT hopefully to run ads.</b></p> <p><b>Entry forms/posters to schools.</b></p> <p><b>Run ads in high school newspapers.</b></p> <p><b>Post on Web site.</b></p> <p><b>Send to listserv.</b></p> <p><b>Write news release about contest.</b></p> <p><b>Write and pitch news release about winners.</b></p> <p><b>Explore pod cast of awards ceremony.</b></p>	<p>Teenagers Partners Media Community Leaders Foundation</p>	<p>November 2006-- design</p> <p>December 2006-- print</p> <p>January 2007-- distribute</p> <p>February 2007-- market</p> <p>March 2007</p> <p>April 2007—compile and print winners book, post on Web page</p> <p>May 2007— announce/potential pod cast of winners ceremony</p>	<p>YS provide content to Carol S.</p> <p>Comm. Dept.</p> <p>YS distributes</p> <p>Andrew posts to Web page Mary issues news release and listserv message</p> <p>Andrew explore pod cast</p> <p>YS/Carol/Andrew</p> <p>Mary issue news release, listserv message. Andrew coordinate pod cast of ceremony, if elect to conduct pod cast.</p>
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<p><b>Conduct Library Card Drive Campaign.</b></p> <p><b>Look at ALA—The Smartest Card Drive, State Campaign. Consider link w/National Library Card Drive—Sept. 2007</b></p> <p><b>Consider campaign with partner that has literacy platform/focus, such as Starbucks. Foundation could also sponsor. Involve Friends.</b></p> <p><b>IT support needed for off-site venues</b></p> <p><b>Potential marketing venues and tactics (specific strategy to be developed):</b></p> <ul style="list-style-type: none"> <li><b>Schools</b></li> <li><b>South Hill Mall kiosk/kiosks at other public locations</b></li> <li><b>Overall Library display w/kiosk</b></li> <li><b>Other organizations’ electronic and static reader boards</b></li> <li><b>Earned media</b></li> <li><b>Paid media—daily, weeklies, TNT Web, high school and college student newspapers</b></li> <li><b>Bus ads</b></li> <li><b>Mouse pad giveaways</b></li> <li><b>Web page</b></li> <li><b>Listserv message</b></li> <li><b>Bookmark marketing piece—why get library card/benefits of library card/top 10 reasons to get the most wanted card in the county</b></li> <li><b>Testimonials in collateral, ads, Web</b></li> </ul>	<p>Families ‘Tweens and teens Foundation</p>	<p>Jan. 2007—Plan program</p> <p>March 2007—Plan marketing</p> <p>April-July 2007—Build materials and tactics</p> <p>Sept. 2007—launch one-month dedicated drive and marketing</p>	<p>Georgia/David/Judy/ Lynne H./managing librarians/Mary/Cliff—plan campaign</p> <p>Mary—develop marketing plan</p> <p>Carol/Andrew/Mary—develop materials</p> <p>Georgia/David/Judy/ Lynne H./managing librarians—review marketing materials</p>
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<p><b>Continue developing school partnerships.</b></p> <p><b>Meet all school district communications directors</b>  <b>Work with them to get articles/information in district newsletters and Web sites. Emphasize partnership—Web linking; distribution of school materials in libraries; OOW, Summer Reading, etc.</b></p>	<p>Families  ‘Tweens and teens  Partners</p>	<p>Jan.-July 2007</p>	<p>Mary</p>
<p><b>Create Summer Reading 2007 Communication Tools.</b></p> <p><b>Work with Judy and YS to develop marketing and communication efforts for summer reading, include marketing with schools and media, work with schools to include “Read at Pierce County Libraries this Summer” on individual reader boards and articles in district newsletters, school bulletin boards, school student newspaper ads, newspaper ads in print and The News Tribune Web site, bus ads, earned media, banners on all libraries, newspaper ads, partnerships w/Zoo/Trek/YMCA, grocery bag inserts</b></p>	<p>Families  ‘Tweens and teens  Partners  Foundation</p>	<p>January 2007</p>	<p>Mary/Carol/Andrew/Judy/YS</p>
<p><b>Teen Council—marketing</b></p> <p><b>If expanded, market via collateral products, Web, list serv, media, ads in high school newspapers</b></p>	<p>‘Tweens  Teens  Media  Community Leaders</p>	<p>July 2007</p> <p>July-August—  develop materials</p> <p>September—launch</p>	<p>Judy/YS—Determine expansion of teen councils beyond Summit pilot</p> <p>YS/Mary/Carol/Andrew</p> <p>YS—implement/Mary—news release</p>

<p><b>Teen Read Week and Manga Art Contest</b></p>	<p>‘Tweens Teens</p>	<p>July 2007—YS provides copy to COM</p> <p>August 2007—COM designs collateral and Web material</p> <p>September 2007—COM prints/creates news release</p> <p>October 2007—YS launches/COM issues news release</p>	<p>YS/Carol/Andrew/Mary</p>
<p><b>Participate in Early Literacy Campaign w/FOX and KCPQ</b></p>	<p>Families</p>	<p>June 2006-May 2007 and June 2007-May 2008, for third and possibly final year.</p>	<p>Mary</p>
<p><b>Continue Point Defiance Zoo and Aquarium and Northwest Trek Partnership.</b></p> <p><b>Programming in libraries, booklists in newsletters, and reading rewards for summer reading.</b></p>	<p>Families ‘Tweens Teens Partners</p>	<p>Ongoing</p>	<p>Judy</p>

## Overall Marketing and Communications

Activity or Tactic	Key Audience	Target Date	Lead Staff
<p><b>Hold planning meetings with community leaders to test strategic plans and initiatives from balanced scorecard</b></p>	<p>Community Leaders</p>	<p>Plan meetings October 2006</p> <p>Conduct meetings— April 2007</p> <p>Develop strategic plan—July 2007</p>	<p>Georgia/Mary/Neel/ Bonnie Boyle</p> <p>LT</p>
<p><b>UP Library Foundation Fundraising—brochure and reply piece, direct mail, folder, media, Web page</b></p> <p><b>Also, potential Celebrate World Languages Matching Gift Campaign.</b></p>	<p>Foundation Donors Potential donors Media Community leaders</p>	<p>January 2007— Lynne H. provides written materials to COM.</p> <p>February 2007— COM designs collateral and Web</p> <p>March 2007— Foundation launches, news release issued</p>	<p>Lynne H./Carol/Andrew/Mary/ Cindy Bonaro</p>

<p><b>Communicate Express Checkout/books plus to go/Wi-Fi.</b></p> <p><b>Develop posters and fliers</b></p> <p><b>News releases and media contacts re: Express Check coming and closures</b></p>	<p>Customers</p> <p>Customers Media Community Leaders</p>	<p>January 2007-Ongoing</p> <p>January 2007-Ongoing</p>	<p>Carol S.</p> <p>Mary—develop news releases</p> <p>David/ Lynne Z./Managing librarian—review news releases</p>
<p><b>Develop and conduct public opinion survey of general public to gain baseline information about public attitudes, opinions, and awareness of Library and library services. Likely direct phone call survey.</b></p>	<p>Customers Potential customers General public Community leaders Media</p>	<p>February-April (June) 2007</p>	<p>Mary—manage and hire contractor</p> <p>LT—input into questions and review survey</p>
<p><b>Develop and conduct public opinion survey of customers to gain baseline information about public attitudes and opinions re: Library and library services. Likely in-branch and online survey.</b></p>	<p>Customers Community leaders Media</p>	<p>February-April (June) 2007</p>	<p>Mary—manage and hire contractor/Clare/Admin support—assist w/online survey and data compilation</p> <p>LT—input into questions and review survey</p>

<p><b>Plan and implement Countywide Reading Program (Everybody Reads/Pierce County Reads/Reading with Pierce County Library System).</b></p> <p><b>Potential marketing venues and tactics (specific strategy to be developed):</b></p> <ul style="list-style-type: none"> <li><b>Schools</b></li> <li><b>South Hill Mall kiosk and other public kiosks</b></li> <li><b>Overall Library display w/kiosk</b></li> <li><b>Other organizations' electronic and static reader boards</b></li> <li><b>Earned media</b></li> <li><b>Paid media—daily, weeklies, TNT Web, college student newspapers</b></li> <li><b>Bus ads</b></li> <li><b>Bookmarks</b></li> <li><b>Web page</b></li> <li><b>Listserv message</b></li> <li><b>Branch white boards</b></li> </ul>	<p>Customers Families 'Tweens Partners Interested and Involved Individuals and Orgs.</p>	<p>November 2006—Talk w/TNT, Pierce College, Tacoma Public Library, Puyallup Public Library, Roy Public Library.</p> <p>December 2006--Develop program. Select book(s)—maybe w/public involvement.</p> <p>February 2007-- Communicate w/schools. Talk w/bookstores. Invite existing one book communities. Contact other potential partners.</p> <p>May 2007—develop marketing strategy</p> <p>October 2007—develop marketing materials</p> <p>November 2007—design materials and Web communications.</p> <p>December 2007—print and distribute materials</p>	<p>Lisa Bitney—project lead; Mary—sponsor Team members to be identified</p> <p>Lisa—develop Mary/Team—review</p> <p>Mary—marketing Lisa/Team—review Lisa/Mary</p> <p>Carol S./Andrew</p> <p>Carol S.—printing. Lisa—coordinates guerrilla marketing distribution of materials.</p>
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<b>National Library Week</b>	Customers Potential customers Media	February 2007—MLs provide content for programs. COM design print and Web March 2007—print and distribute March 2007—prepare news release April 2007—issue news release	David/MLs/Carol/ Andrew/Mary
<b>Monitor and conduct University Place Library developments.</b>  <b>Keep Mary informed of project</b> <b>Prepare talking points, etc., as needed</b>	Customers Community Leaders Partners	Ongoing	Georgia—Keep Mary informed Mary—prepare communications, as needed Georgia—review materials
<b>Write and issue Board of Trustees' meeting news releases.</b>	Media to Customers, Community Leaders	First Monday/Wednesday of each month, Ongoing	Mary—write
<b>Continue to participate in statewide library marketing campaign, focused on increased awareness and use.</b>	Customers Potential customers Families Older adults	Ongoing	Mary

<p><b>Announce downloadable electronic books, Playaways.</b></p> <p><b>Potential collateral materials</b></p> <p><b>Web site</b></p> <p><b>Media</b></p> <p><b>Listserv</b></p>	<p>Customers</p>	<p>Sharon—October 2006-- Provide content to COM to develop marketing materials</p> <p>Carol/Andrew—November 2006--Develop collateral and Web materials</p> <p>Mary—December 2006— develop media communications</p> <p>Sharon/Carol—work w/branches to provide materials to communicate in early January 2006</p>	<p>Sharon/Mary/Carol S./Andrew</p>
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<p><b>Announce downloadable music and movies.</b></p> <p><b>Potential collateral materials</b>  <b>Web site</b>  <b>Media</b>  <b>Listserv</b></p>	<p>Customers</p>	<p>Sharon—January 2007--  Provide content to COM to  develop marketing  materials</p> <p>Carol/Andrew—February  2007--Develop collateral  and Web materials</p> <p>Mary—March 2007—  develop media  communications</p> <p>Sharon/Carol—work  w/branches to provide  materials to communicate  in April 2007</p>	<p>Sharon/Mary/Carol  S./Andrew</p>
<p><b>Announce Wi-Fi availability</b></p> <p><b>Collateral material</b>  <b>Web site</b>  <b>Media</b>  <b>Listserv</b>  <b>Signs in libraries</b></p>	<p>Customers</p>	<p>Ongoing</p>	<p>John Baker—informs  Mary/Carol S./Andrew  when branches receive  Wi-Fi.</p> <p>Carol S.—provides  branches w/brochures.</p> <p>Andrew—updates Web  site.</p> <p>Mary—informs media, in  particular TNT, which is  maintaining a page of  Wi-Fi locations.</p>

<p><b>Produce 2006 Annual Report. May use testimonials.</b></p> <p><b>Data from Lynne H. and Storm</b></p> <p><b>Write</b></p> <p><b>Design</b></p> <p><b>Provide Mary w/financial info</b></p> <p><b>Distribute</b></p>	<p>Customers Families Older Adults Partners Community Leaders Involved and interested</p>	<p>February 1, 2007</p> <p>March 1, 2007</p> <p>March 1, 2007</p> <p>March 15, 2007</p> <p>April 30, 2007</p>	<p>Storm and Lynne H.</p> <p>Mary</p> <p>Carol S.</p> <p>Lynne H./Neel --Review text and layout</p> <p>Cliff</p> <p>Carol S./Storm/Lynne H.</p>
<p><b>Develop electronic newsletter for Library and Foundation</b></p> <p><b>Possibly designed as a precursor to the Foundation's printed newsletter, highlighting one story, leading back to Web site and newsletter on-line.</b></p>	<p>Customers Families 'Tweens Foundation and donors Board of Trustees Library Staff Partners Community leaders</p>	<p>Write June 2007 Live July 2007</p> <p>Write September 2007 Live October 2007</p> <p>Write December 2007 Live January 2008</p> <p>Quarterly</p>	<p>Comm. editor/writer—write Andrew—layout/post Dept. Heads/some managing librarians—review</p>

<p><b>Fine Free Fridays—dependent on outcome of fine review, if Library discontinues fines—communicate using multiple tools—perhaps w/a link to Foundation—“No overdue fines, but we love donations!” If fines continue, as part of that review, determine how best to implement Fine Free Fridays/Fine Free Summer/amnesty day—perhaps first Friday of every quarter, beginning third quarter, thus July 6, 2007.</b></p>	<p>Customers Community leaders Media</p>	<p>March 2007—decision re: fines</p> <p>May 2007—develop materials to communicate discontinuation of fines or fine free Fridays</p> <p>June-July—distribute materials and market</p>	<p>Georgia/David/Cliff/LT/Board</p> <p>Georgia/Mary/Carol/Andrew</p> <p>MAC/Mary/Carol/Andrew</p>
<p><b>Anniversaries:</b></p> <p><b>January 2, 2007 50 years of library service in Eatonville</b></p> <p><b>DATE FROM KATHLEEN NEEDED—25 years of library service for South Hill</b></p>	<p>Customers Potential customers Community leaders Media</p>	<p>Cindy Dargan/Bill C.—October 2006—provide COM with ideas marketing materials to announce celebration and text for materials</p> <p>Carol/Andrew—November 2006--develop collateral and Web materials</p> <p>Cindy D.—December 2006--distribute materials</p> <p>Mary G.—December 2006—announce to media</p>	<p>Eatonville—Cindy D./Bill/Carol/Andrew/Mary</p> <p>South Hill—Kathleen/Carol/Andrew/Mary</p>

<b>Develop 2008 marketing and communications plan</b>	Used by staff Primary audience in marketing	July 2007	Mary--develop Review—Dept. Heads, MAC, COM, Board of Trustees
<b>Send news releases to professional journals.</b>	Board of Trustees Library staff American Libraries Association, Washington Libraries Association, Other Libraries	Ongoing	Mary—send news releases
<b>Develop and conduct market research to determine how to best serve remote communities</b>	Customers Potential customers Community leaders Media	October-December 2007	Community Outreach Services Dept. Head/Mary
<b>OLDER ADULT SERVICES/PROGRAMS</b>	Active older adults	CINDY TO PROVIDE IDEAS OF WHEN	CINDY TO DISCUSS MARKETING IDEAS W/MARY

<p><b>VOLUNTEER HOMEBOUND DELIVERY—GEORGIA—PLEASE LET ME KNOW YOUR PLANS AND TIMING, SO WE CAN DETERMINE MARKETING SUPPORT NEEDS. NEED TO KNOW NUMBER SERVED, NUMBER WE PLAN TO SERVE, NUMBER OF VOLUNTEERS CURRENT, NUMBER OF VOLUNTEERS RECRUITING, ETC.... GOALS....</b></p> <p><b>Foundation involvement likely. Comcast approached Foundation w/interest in involvement.</b></p> <p><b>Could also include note that 2007 marks 30 years of homebound service.</b></p>	<p>Customers Potential customers Older adults Community Leaders Media</p>	<p><b>GEORGIA TO PROVIDE INFO ABOUT WHEN—</b></p>	<p><b>MARKETING COULD BE GREAT—DEPENDENT ON HOW LARGE WE WANT TO EXTEND OUR NET FOR VOLUNTEERS</b></p>
<p><b>Foundation appeals—(Potential) customer direct mailing</b></p> <p><b>EOY Follow-up—direct mail, branch displays/inserts, booklists/bookmarks</b></p> <p><b>AG Campaign Kick-off—direct mail, branch displays/insert, media, Web page updated and home page ad</b></p>	<p>Foundation Donors Potential donors Media Community leaders Customers Potential customers</p>	<p>March 2007</p> <p>April 2007</p> <p>September 2007</p>	<p>Lynne H./Carol/Andrew/Mary</p>

## **Evaluation**

- Successfully implemented marketing and communications plan: developed communication tools and infrastructure; received media coverage; participated in community events; developed partnerships; developed more strategic, focused, and efficient communication pieces; participation in library card campaign; etc.
- Increased visits to branches and Web site.
- Increased library cards, library card holders, esp. during Library card drive.
- Results of public opinion surveys, including direct phone, in branches, and online, reflect target audiences' awareness, support, and use of Library System.