

STATEWIDE LIBRARY MARKETING INITIATIVE
Steering Committee Meeting
November 18, 2003

Attendance: Committee members: Kristin Cheney, Linda Fenster, Trova Hutchins, Mary Kelly, Jeanne Leader, Neel Parikh, Regan Robinson, Nola Sterling, Julie Wallace, Jan Walsh, Cindy Wigen. WSL staff: Rhona Klein, Karen Goettling

Next meeting: Potentially Jan. 15 or 16, 2004. Karen Goettling will coordinate the best date with committee members

Assignments to be completed:

--All committee members will review the original Statewide Library Marketing proposal and the summary of Sept. 23 brainstorming. Are there inconsistencies? Does the original proposal need refining and, if so, how? Are there portions of the original proposal that no longer seem appropriate or valid?

--Interview subcommittee for hiring a project consultant will be: Susan Hanson, Julie Wallace, Karen Goettling, Rhona Klein, and possibly Trova Hutchins. This may also include some other State Library staff.

--Susan Hanson and Karen Goettling will meet with Heidi Keller who coordinated a statewide campaign promoting the value of public health agencies in the state.

--Karen Goettling will contact Nancy Lee, Cascade Institute seminar leader, to make a presentation for the advisory committee members.

--Committee members who are communications/pr people will send Karen info about your job duties, responsibilities.

--Rhona Klein will send Karen G the RFP which the Information Literacy Project issued to hire a pr/marketing firm.

1. Reviewed draft RFQQ for hiring consultant

- Discussed level of work the consultant should be asked to take on regarding training. Language of RFQQ changed to “Launch and assist with development of training program for library staff...”
- Combine “Coordination of marketing for statewide library initiatives” with “Statewide library campaign” heading
- Place “Assessment” at top of list of Deliverables since that would be one of the first tasks the consultant will handle.
- In “Qualifications” section, change language to “Describe the past experience of the Consultant in the Deliverables listed above (implementing a **large-scale strategic messaging campaign...**” [changed language in bold]

Responsibilities of consultant/coordinator

- Manage/work with advisory committee
- Work on RFP’s with Library Development staff
- Develop and execute a communications plan
- Coordinate marketing/promotion of several concurrent initiatives
- Review existing data

- Gather additional data
- Develop training tools
- Insure quality control and consistent message
- Work with marketing firm to execute plan
- Develop the message strategy in collaboration with advisory committee
- Oversee and assist in the implementation of the statewide campaign
- Develop an overall brand in collaboration with the advisory committee

Responsibilities of PR firm

- Develop concepts for branding
- Develop messages and products, in collaboration with advisory committee
- Recruit spokespersons

Responsibilities of Karen Goettling

- Project manager from Library Development
- Handles setting up meetings, work with advisory committee, setting up training workshops, coordination of RFP's, budget, and other necessary tasks
- Works with consultant/coordinator

Assignments:

- Interview subcommittee for hiring a project consultant will be: Susan Hanson, Julie Wallace, Karen Goettling, Rhona Klein, and possibly Trova Hutchins. This may also include some other State Library staff.
- Committee members who are communications/pr people will send Karen info about your job duties, responsibilities.
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2. Surveys -- Susan Hanson presented results of local, regional, and national surveys that Karen Goettling gathered.

- Notable is the consistency in focus of surveys (similar questions asked) and also in the results (summarized in a handout).
- Susan's interpretation of surveys is that contrary to widely held assumption that the **Internet** is libraries' biggest competitor, **bookstores** may pose more of a challenge to libraries. In other words, ALA's campaign focusing on "libraries as the ultimate search engine" may be "somewhat off target".
- The one group of library users that isn't heavily surveyed in the surveys examined is children. The K12 Initiative conducted extensive survey of school media staff, but that only tangentially covers issues that concern this initiative. It was also suggested that the results of the VRS's focus group of teens might have data of interest to this initiative.
- Would focus groups help us better know people's perceptions of libraries?
- It was suggested we should also look at election results.

3. Assessment Issues

Based on existing surveys and future assessment studies

- What do we do with the information from these surveys?
- What gaps are revealed?
- Other states have conducted surveys. We ought to try to gather these, as well.
- We have a lot of information and data from these surveys. We may not need to spend much money on new surveys.

What else do we need to proceed? What are the gaps in information?

- Election results for libraries
- John Sheller's paper on elections
- Surveys from other states
- Not sure we need a huge baseline survey/assessment
- Be aware of plans for future survey plans
- Surveys and information from school libraries re: students, parents, educators (WLMA, AASL)
- Encourage libraries to share results of their surveys with each other
- Need to know public's perception of libraries and what resonates with them
- Need to know what the public values about libraries
- There's concern about a message which works for all libraries
- Need a variety of messages based on what the public values
- Need a baseline for the consultant—to work with committee in developing plans

4. Outcomes Based Evaluation training workshop

Karen Goettling briefly described the Outcomes Based Evaluation Training workshop the Institute of Museum and Library Service will be conducting in Olympia on December 16 & 17. This is by invitation only and space is limited. Interested steering committee members are encouraged to register ASAP at: <http://wlo.statelib.wa.gov/eventreg/>

5. What can this initiative do that will make it worthwhile for each type of library

To be successful, the advisory committee needs to ensure that the library community sees and believes in the benefit of this initiative to them and their type of library. To do this, we asked “What is in it for each type of library from this initiative.” Some answers included:

- Shared resources
- Protection for future of libraries
- Money is better spent on pooling our resources and developing and implementing a statewide message, than on individual libraries receiving grants for individual marketing projects.
- Cost benefit analyses demonstrate libraries have value
- Our audience is both external (the general public) and internal (library leadership and staff). All members of our audience need to be addressed.

What will make this a worthwhile effort for the money for your type of library?

- Shared resources—templates for library materials

- Protection in future existence and security
- Cost benefits of libraries
- All votes float
- Pooled statewide professional effort
- Bigger repetitive message
- Demonstrate our value and make public aware of the resources
- Complement existing marketing
- Training for small libraries on how to reach audiences
- Private academic libraries can benefit from general value messages
- If students use and support public libraries, they will use academic libraries
- Assistance with training and marketing for staff (academic libraries)
- Assistance/training on internal marketing—ideas, strategies to reach students, faculty
- Identify where our value is, help us use the messages, training, capacity-building, understanding marketing
- How to use general messages to work with individual libraries
- Be cautious about hiring a firm; just a “flash in the pan”

6. Review of original proposal

Two handouts distributed: four-page summary of the original proposal approved by Library Council of Washington and three-page summary of brainstorming from the Sept 23 meeting. Since the original proposal was written, a variety of events and time has passed. Does it still reflect what should be done? Does it need refinement?

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7. Review of Marketing Seminar – Neel Parikh

Neel distributed copies of handouts from a two-day marketing seminar she recently attended that reviewed the Public Health Dept’s marketing campaign. Nancy Lee, seminar leader, will be making a presentation for public library directors at their retreat in January. Karen will see if Nancy will present at our next committee meeting to ensure that our committee stays current with the thinking of key public library directors in the state.

Some important points from this seminar:

- Have a customer-centered mindset, which means to look at the customer and plan according to the customers’ wants and needs. (Not a product mindset = “Build it and they will come” or a sales mindset = “Persuasion will do it.”)
- Segment your audience. Find out what the “core” of your organization or project is to the different segments. Lesson for this initiative: it is okay to have all institutions keep their own logos, but still utilize one message in a statewide campaign.

- One approach to understanding an institution's/organization's products/services and audience's wants and needs was demonstrated with a diagram of three concentric circles. Innermost circle is the core. Outside that is the product, and outside the product is the augmented product.
 - The Core – may be conceived as answering why people buy a product or use a service. “What sings to you?” For libraries, that may be the question “Why do you value the library?” Important to find out what the core is to different segments of users. Use your customers'/users' language to respond to their needs. Finding out what the core is for your organization (or initiative) is crucial, and difficult.
 - The Product is the product! For libraries, it is the library.
 - The Augmented Product is the added pieces of the Product. For libraries, some examples are story time programs, the reference collection, early learning program, etc.

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