

STATEWIDE LIBRARY MARKETING INITIATIVE
Advisory Committee Meeting
February 10, 2004

Attendance: Committee members: Kristin Cheney, Linda Fenster, Susan Hanson, Trova Hutchins, Mary Kelly, Jeanne Leader, Audrey Newell, Neel Parikh, Regan Robinson, Carol Schuyler, Nola Sterling, Julie Wallace, Jan Walsh, Jan Weber, Cindy Wigen.
Guests: Steve Excell, Mike Eisenberg, Buff Hirko, Rand Simmons, Rhona Klein
Project lead: Karen Goettling

Next meeting of full committee: Probably in May: first meeting with the marketing firm

Assignments to be completed:

- RFP committee will refine the RFP, interview firms, and make recommendation
- Assessment committee will prepare summary for the marketing firm to use

MEETING NOTES

Introductions

Committee members introduced themselves and stated their expectations for the initiative.

Origin of initiative and proposal

Jan Walsh and Mike Eisenberg reviewed the initial ideas and the development of the Statewide Library Marketing proposal which was approved by the Library Council and Secretary of State. A study conducted at the time of the original proposal concluded that the Statewide Database Licensing project was not well known around the state—the same is, to some degree, still true today. In the intervening years, the Marketing proposal was discussed and reviewed, and this year finally LSTA funding was available. During that time other states and ALA launched marketing campaigns. Jan noted that the Information Literacy Project's campaign was funded at \$200,000 which did not allow for the purchase of any ad time or space, or, consequently, the leveraging of ad placements. This Marketing Initiative needs to leverage the \$450,000 funding and turn it into \$1 million, if possible.

Mike stated that Google is currently the major threat to libraries because of its popularity. He said that we're not getting the message out, that our strength lies in the fact that there are all types of libraries. The academic and special library representatives reiterated that the use of **any** library boosts usage of **all** libraries and that we should push libraries as **the** resource for quality information. Neel said she is less interested in libraries as the information source because the public responds to more to books and programs. She is concerned that all types of libraries do not have the same message and that it will be difficult to develop one that works for everyone.

Perspectives of Assistant Secretary of State

Steve Excell shared his background and his perspective on the Statewide Library Marketing Initiative. He urged the committee to focus the work of the marketing firm on a narrower range of deliverables—eliminating references to assessment and training—

and to keep as much money available as possible for the actual campaign and placement of media. He urged emphasis on ensuring that the firm leverages funds.

He agreed that libraries are under severe competition and the other players are using paid professional marketing campaigns. Paid media (where the client controls the message) that's leveraged—rather than relying on just earned media—is where we'll make the difference. He urged the “Keep It Simple” principle; simple, catchy and clever are the hooks to get people to pay attention. Give people a reason to come into libraries. Libraries have changed and people need to know what they are about now.

Regarding the message, Steve pointed out that car ads sell “sex, excitement and image.” They address the question, “What's in it for me?” which satisfies people's “inner needs.” Similarly, libraries can help sell the notion of people becoming successful. We ought to be asking, “Why should people care about libraries?”

Review of the RFP

The committee agreed to more narrowly focus the RFP on raising the visibility and use of libraries. As a result, the committee deleted the deliverable of assessment, leaving that for the committee to provide to the marketing firm. References to conducting training workshops will be deleted. The training portion of the initiative and adapting materials for training will be handled in another manner.

The committee deleted references to marketing statewide initiatives and content for the web site as deliverables. It was agreed that work on statewide initiatives will be addressed in the second year of the initiative as a second tier of work.

Julie said that after the assessment work is done, the next step is to develop the brand and message; that needs to happen before the campaign begins. We need to create what it is that will connect people to the libraries. She stated that the advisory committee can do the initial development work on the message.

Julie pointed out that we need to blend branding and marketing. She stressed the need for the campaign's products to continue to run after the initial campaign is over. Jan Walsh said the California library marketing campaign was successful and raised foundation money to continue the campaign.

Assessment and RFP committees

The committee agreed on setting up two small committees, one to work on assessment issues to provide to the marketing firm and one to refine the RFP and interview the firms.

Assessment Committee: Susan Hanson, Jeanne Leader

Tasks:

-Review surveys and develop summary of public perception of libraries for use with the marketing firm

RFP Committee: Steve Excell, Jan Walsh, Trova Hutchins, Julie Wallace, Audrey Newell, Mike Eisenberg, Mary Kelly.

Tasks:

-Refine RFP

-Interview candidates and make recommendation to full advisory committee

Division of responsibilities

The committee agreed that the responsibilities of the full committee will include:

- Review work of assessment committee
- Review and approve work of RFP committee
- Meet with marketing firm
- Work on development of simple common message
- Work on developing training for library staff
- Communicate with library constituency, articulating the value of the initiative

The committee identified the responsibilities of the marketing firm as:

- Develop communications and media plan
- Do creative work and execute plan
- Handle graphics/artwork
- Place media
- Leverage funds

The committee outlined other aspects of the Statewide Initiative which are not included in the RFP and which the committee will address at a later time

- Training
- Continuation and sustainability of effort
- Statewide initiatives

Training

The training program was identified as a separate program, one the ad agency would not be delivering. In discussing aspects of the training for library staff, the committee suggested that the training could:

- Cover topics of:
 - Marketing
 - PR/promotion
 - How to deal with the media
 - Crisis communication (Trova has materials)
 - Helping staff understand the importance of their support and involvement
- Where possible, use existing professionals in the field
- Use the "Train the Trainer" model
- Be sensitive to situations in smaller libraries and their needs

Cindy mentioned that marketing is out of many librarians' comfort zone and this needs to be taken in consideration as training is developed. Jan Weber pointed out that the K-12 initiative is successfully employing marketing and advocacy principles, and that teacher-librarians are learning how to be their own advocates.

Communication

The members of the committee agreed to communicate with their communities, stakeholders and constituencies about this initiative as it develops to ensure there are no major negative receptions to the campaign. An email update to keep constituencies informed of the campaign's developments can be set up.