

**STATEWIDE LIBRARY MARKETING INITIATIVE**  
**Steering Committee Meeting**  
**September 23, 2003**

**Attendance:** Committee members: Kristin Cheney, Linda Fenster, Trova Hutchins, Deborah Jacobs, Mary Kelly, Jeanne Leader, Audrey Newell, Regan Robinson, Carol Schuyler, Nola Sterling, Julie Wallace, Jan Walsh, Jan Weber, Cindy Wigen. WSL staff: Rhona Klein, Karen Goettling

**Next meeting:** The week of November 17, 2003. Karen G will coordinate the best date with committee members

**Tasks to be completed:**

- Read through examples of campaigns from other states, included in your handouts (committee members)
- Set up a list serve for the committee (Karen Goettling and Library Development staff)
- Continue discussion and work on hiring the project manager (Jan Walsh, Karen, and Office of the Secretary of State)
- Identify and add a trustee or foundation person to the committee (Karen G and committee)
- Identify and add a representative from the four-year public academic library (Jan Walsh)
- Gather a list of potential marketing/public relations firms (Karen G and committee)
- Gather examples of RFP's for marketing firms (Karen G and committee)
- Gather surveys and results conducted by libraries in Washington and in other states during the last three years (Karen G and committee)
- Read and review surveys for commonalities (Susan Hanson and committee)

**FIRST ATTEMPT AT A DRAFT OF A VISION**

The value and relevance of libraries is recognized across the state

---The committee still needs to work on a vision and mission, refining this

**GOALS**

1. To execute a successful public information campaign
2. To work together as a library community
3. To create ownership among all libraries in the state
4. To develop and increase the ability of library staff and supporters to participate in the campaign

**STRATEGIES**

**1. To execute a successful public information campaign**

- Develop a clear, concise message which can be modified for different audiences
- Use noteworthy items from the assessment with the media
- Have an earned media campaign with a plan and timeline
- Potentially use a media person as a spokesperson

- Use “champions” for libraries (both as the voice in support of libraries and as funding for library campaign)
- Work regionally where possible
- Survey constituents to help shape the message and to measure the impact.
- Develop a multi-phased approach to the implementation of a communication plan
- Gather together all the survey which libraries have done in the last three years
- Develop a common message, using a spokesperson, but sub-messages must compliment other libraries’ existing marketing programs
- Don’t lose track of the original idea that the initiative will assist in the promotion of statewide initiatives, in particular the Statewide Database Licensing project
- Need to look at what’s our competition
- Need to connect with what people remember of libraries, a good story

## **2. To work together as a library community**

- Identify key constituents/stakeholders
- Identify partners
- Seek corporate partners with funds
- Find media allies
- Communicate with library community about the initiative
- Add a representative from the four-year public university library to the committee
- Add a trustee and or foundation person to the committee

## **3. To create ownership among all libraries in the state**

- Have ambassadors to share the ideas with library community
- Keep the initiative realistic so library staff will believe it is possible
- Communicate with library community through the whole effort
- Encourage comments and feed back from library staff

## **4. To develop and increase the ability of library staff and supporters to participate in the campaign**

- Identify what’s in it for library staff
- Develop training and tools
- Develop talking points
- Bring library staff full circle and tell them why these efforts
- Have an on-going internal communications plan within the library community
- Share the survey results
- Keep staff informed of campaign timeline and have them provide feedback
- Offer training in a multi-type environment
- Identify library staff and supporters who are active on the local level

## **How do we measure this success of this initiative?**

- Funding increases or is at least stabilized
- Elections are approved
- Political support is positive

- Positive placed communication increases
- Use of libraries increases (perhaps not as significant if we're looking at increasing people's perception of the value of libraries in their lives)

**What is the question we are trying to answer with this initiative?**

- Why should I pay taxes for something I don't use?
- What is the public good?
- Why do we need libraries any more?
- Why should I care about libraries?
- What is the unique role libraries play?
- What's in it for me?

**FIRST PHASE OF INITIATIVE**

**Assessment survey**

- Survey should have two components:
  - External (users, non-users)
  - Internal (library staff and supporters) Use as a way to get involvement and ownership; potentially libraries could do this themselves
- Need to hire professional assistance
- Do a random sample, statistically valid across the state
- Gather surveys and results which other libraries in the state have conducted in the last three years
- Gather surveys and results which other state's have conducted for campaigns
- Need to be clear on what groups, what to ask, and what results you want from the survey assessment
- Inquire if the I-school could work on the assessment

**Discussion on the difference between VALUE and USE as the first priority of the initiative:**

- Is our goal to increase appreciation/value or use?
- Different methods are used to address value and use
- In value, you work to have more people value the library and support it—but they don't necessarily have to use it to value it
- In use, you work to get more people in libraries using the services
- On the other hand, use demonstrates demand and demand increases funding

**Discussion on the origin of the Statewide Library Marketing Initiative**

- Mike Eisenberg, dean of the I-School, called a meeting of representatives of all types of libraries (school, academic, public, special). He was going around the state, developing support and momentum for the value of the Statewide Database Licensing project—which expanded into the larger picture of the value of library services and resources as well as how to promote/market other statewide initiatives in a coordinated manner
- Bill Ptacek and other attendees were also concerned about advocacy for libraries

--Mike Eisenberg and Anne Marie Clark, director of the library at Fred Hutchinson Cancer Research Center, wrote up the proposal in 2001 to submit to the Library Council of Washington to be considered for federal funding.

--It was funded in the '03 LSTA cycle but because funds were late in arriving from Washington, D.C., the project was late in beginning.

### **Current Statewide Library Marketing Initiative**

--Funding of \$108,500 for '03 and \$450,000 for '04 has been approved by the Library Council of Washington and the Secretary of State. Funding from '03 can be carried over into '04.

--State Library plans to hire a project coordinator who is a public relations/marketing professional in January '04.

--Will request additional funding in '05.

## **BRAINSTORMING**

### **Critical marketing/public relations issues for libraries**

--Getting the best bang for the buck

--Educating librarians

--Library needs money for marketing; libraries need to commit money for marketing

--Overcome librarians fear of success with getting out the word to the media (then must deal with all the people)

--Get over distaste for selling

--Librarians need to get out of their comfort zones

--Get leadership to support advocacy/marketing efforts

--Libraries need not to be competitive among themselves

--Partnership is a strong component

--Time, money, training

--Message: clear, concise, ability to shift depending on audience

--Value of branding

--Determine audience

--Challenge is getting people's attention

--Funding for public service

---Develop partnerships: money and getting the word out about libraries

--All staff need to market/promote libraries

--Talk about libraries as community centers

--Need to reach users as well as non-users

--Develop a simple, relevant common message that can be tailored

--Develop talking points, training for advocacy

--Establish relevance of libraries

--Need to impress staff that everyone markets

--Need staff buy-in and budget

--Works statewide but is flexible to work locally

--Use initiative to launch a continuing effort

--Challenges of the media market

--Need to be able to stand out

--Image of librarians and their stereotyped personality types

- Find relevance for each type of library, demonstrate the value
- We all benefit from this campaign; we are ONE library community; if one type of library fails, all libraries fail

### **Expectations of committee members for this initiative**

- Initiative will be of value to all libraries not just public libraries
- Work on advocacy on statewide initiatives
- Librarians need to take their own horns
- Make libraries relevant and visible; make libraries a presence in the lives of their patrons
- Online training in marketing/public relations
- Library is the best kept secret, need to change that
- Get buy-in from staff to promote and market their library
- Make a workable campaign
- Concerned about the lack of support for all tax-supported agencies
- Create a common message which is sustainable and incorporates all issues
- Libraries deserve an obvious place at the table; no community is rich without a library
- Tie initiatives together
- Develop a communication plan with details on who's responsible
- Use the Internet, all aspects of the media to market libraries
- Should have an advocacy component
- Need political education because we're competing with other critical stories
- We need to tell our story; need to make a case for why libraries are important
- Develop marketing commonalities
- Need strong advocacy
- Pull from and adapt from other places/campaigns; we don't need to re-create the wheel
- Important to market within the institutions also
- Reach non-users
- Create a brand for libraries across the state—to tie in all initiatives and all libraries
- Want media coverage for small markets
- Need to collaborate together
- This is not about establishing the value of libraries, it's about reminding people of what they already know about the value of libraries
- Need to collectively let the public know about libraries; communicate our importance to the public