

Mount Vernon City Library

Marketing Plan:

To Better Serve Our Hispanic and Spanish-Speaking Community—2007-2009
(funding for consultants provided by an LSTA grant from OSOS/WSL and IMLS*)

Each goal is followed by action items with action dates and action leads.

GOAL I: Conduct a Needs Assessment to identify the library needs of the Hispanic Community

- Design bilingual Needs Assessment Survey [December 2006—staff committee/translator]
- Utilize community partnerships/relationships to distribute survey [January 2007—staff committee/community partners]
- Interview “Key Influencers” of the Hispanic Community [February-March 2007—staff committee/translator]
- Compile survey and interview data [March-April 2007—staff committee]

GOAL II: Enhance Service Delivery to the Hispanic Community

- Use survey/interview results to prioritize existing or potential services [May 2007—staff under staff committee lead]
- Develop Service Delivery Plan for the top 3-5 prioritized services [June 2007—staff committee, with check-off from community partners]
- Conduct Signage Review and develop new signage as needed [July-August 2007—staff under staff committee lead and “secret shoppers”]
- Identify and participate in community festivals [ongoing—public services staff]

GOAL III: Market the Marketing Plan

- Establish “regular contributor” relationship with Spanish and English language media touting new or existing services to the Hispanic Community [September 2007 and ongoing—director, outreach staff, Spanish-speaking staff and translator]
- Use enhanced service delivery as opportunity to talk about the enhanced service delivery (i.e. at a community festival) [ongoing—public services staff]
- Make enhanced services to the Hispanic Community a part of every public speaking or media opportunity [ongoing—director, public services staff]

To Better Serve Our Hispanic and Spanish-Speaking Community is based on a consultation with representatives of The Metropolitan Group on May 24, 2006; TMG’s meeting notes/planning template from that consultation (dated June 20, 2006); and further discussion by a staff committee consisting of the following MVCL staff members: Linda Allen, Janice Buchanan, Betsy Cherednik, Ellen Christilaw and Brian Soneda.

This Marketing Plan was finalized on October 31, 2006.