

## MARKETING PLAN ASSIGNMENT

### Sydney Karlos

#### **Marketing and Communications Plan for Mount Prospect Public Library (Child Services)**

##### **DATES:**

One year (June 2024-June 2025). Starting after the school year ends through the summer and through next school year).

##### **GOAL:**

Communities will understand and embrace the role the library plays into activities for children in the community to gain literacy skills.

##### **MEASURABLE OBJECTIVES:**

1. We will increase the literacy skills of children within a year by measuring the development of skills through benchmark activities.
2. Convert 15% of community members within a year by tracking who does and does not know about the activities offered for children.
3. We will measure the success of the library's program by tracking the attendance and usage of the program by community members.

##### **AUDIENCES:**

INTERNAL	EXTERNAL	FUNDING STAKEHOLDER
<ul style="list-style-type: none"><li>• All employees</li><li>• Child librarians</li><li>• Internal leadership</li><li>• Volunteers</li></ul>	<ul style="list-style-type: none"><li>• Community</li><li>• Faculty and staff (local schools)</li><li>• Social media</li><li>• Customers—in person and online</li></ul>	<ul style="list-style-type: none"><li>• Donors</li><li>• Taxpayers</li><li>• Parents</li><li>• Elected officials (mayor of community)</li></ul>

##### **KEY MESSAGES:**

**Key Message:** Mount Prospect Public Library serves the community of Mount Prospect with a mission to expand literacy levels of children in the community.

##### **Supporting Statements:**

- Last year, the library hosted 100 events based around literacy skills aimed at children and parents to attend.
- Every year the library hosts a summer reading challenge with a prize at the end for completing the challenge, increasing incentives to learn basic literacy skills.

**Key Message:** Online resources can help answer questions for all age groups in a variety of different media types.

**Supporting Statements:**

- Mount Prospect Public Library has a collection of 20,000 physical items.
- Last year our reference desk saw an increase of 20% in questions asked by community members for professional research and other personal research.

**Key Message:** The Mount Prospect Public Library offers events for all age groups in the community.

**Supporting Statements:**

- Last year we hosted 250 different events for age groups 5-70 years of age.
- There was a 50% increase of attendance to these events when the library promoted them through social media.

## STRATEGIES, TACTICS, AND ACTIVITIES:

**Objective 1:** We will increase the literacy skills of children within a year by measuring the development of skills through benchmark activities.

- **Strategy:** Set up events based around literacy development skills and activities.
  - **Tactic:** Create outlines for events offered and what activities will be done in each event.
    - **Activities:**
      - Have a team that is specifically for this program.
      - Set up multiple meetings to discuss events that you want to offer and have a breakdown of each event including dates, times, and activities.
      - Work with local schools to help coincide the events and activities to help develop the children along with the curriculums in their current grade level.
- **Strategy:** Measure the development of literacy skills to determine if the program seems to be successful or not.
  - **Tactic:** Create benchmark activities that will be used to measure the development of literacy skills.
    - **Activities:**
      - Advertise events for different ages/reading levels.
      - Receive feedback from parents and family members on where they think their child is in relation to their development and skills.
      - Have events broken up into ages/levels and have “tests” at the end of each level to advance to the next one.

**Objective 2:** Convert 15% of community members within a year by tracking who does and does not know about the activities offered for children.

- **Strategy:** Educate all library employees about the program in order for them to share information to patrons.
  - **Tactic:** Have a staff meeting that is based around the program that educates employees on what the program does and how to bring the program up to patrons.
    - **Activities:**
      - Arrange a meeting with managers to help plan the staff meeting.
      - Create a thorough presentation that is easy to understand and digest with explanations of the why, what, how, where and when.
      - Offer roleplay scenario training to help staff become more comfortable in promoting the program.
- **Strategy:** Create a team that can come up with ideas on how to track knowledge of the program.
  - **Tactic:** Create physical and digital surveys for patrons to complete.
    - **Activities:**
      - Have areas in the library with the surveys presented for patrons to fill out.
      - Create an online survey that can be emailed to all patrons that have an email linked to their library account.
      - Use the team to come up with questions for the survey and the type of survey that will be used.

**Objective 3:** We will measure the success of the library's program by tracking the attendance and usage of the program by community members.

- **Strategy:** Track the attendance of events.
  - **Tactic:** Have a team that is dedicated to creating a tracking system.
    - **Activities:**
      - Have one person on the team attend each event to measure the attendance.
      - Create sign in sheets for the events.
      - Use online sign-up options to track the attendance.
- **Strategy:** Use online resources to promote the program and get a wider range of exposure.
  - **Tactic:** Create a page for the program on the library's website that explains the program, sign-up options, and list of activities offered.
    - **Activities:**
      - Have the link to the program page on the main page of the library website.
      - Send out emails from the library that advertise the website and program.

- Use a format on the webpage that is intriguing to children and families (ex. Colorful, pictures, easy to understand language, easy to use).