Executive Summary

The Peotone Public Library District serves a population of 16,006 (2010 census) from Green Garden, Peotone, Wilton Center Townships and parts of Monee and Will Townships. We currently have 6,335 card holders with a door count of 36,503 visitors. The Library has sponsored 305 programs ranging from adult book discussions, spa day, movie events, StoryTimes, STEM to Summer Reading Program – both at the library and outreach sites. We circulate books, audio books, magazines, VHS, DVDs (both in a physical format and e-format) and Blu-rays for a total of 89,415. Our patrons have access to 28 databases with their cards. The Library has eleven public computers that have been used 9,360 times and 7,190 reference questions have been answered in the past year.
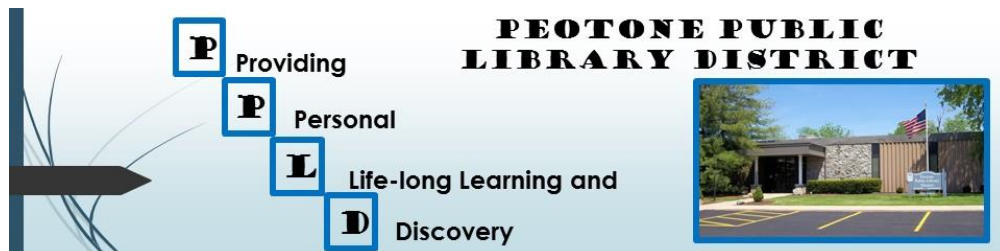
The patrons of the Peotone Public Library District get their information about the Library and our services by visiting the building and word of mouth. Some say they see our information in the local newspapers, website, Facebook, school announcements or flyers posted around the district. Many of our patrons have a regular schedule set up; such as, Wednesday is "library day" – creatures of habit. This gives the staff a very important task - to point out new services and programs. The under-served would be the parents or care-givers of the children using the Library. They are always sure the children have signed up for programs and check-out items but nothing for themselves. When you suggest a book etc. the reply is usually – no time. When they are seeking new information it's for a class project, health issue, home maintenance etc. and they have looked on the Internet and have ideas of the types of materials they need and may request help finding a title or two. Many of our older patrons' say they just read for pleasure. Those that rarely use the Library are the teens unless they are required for a class. Very few come in outside of school to just "hang around" or meet friends.

The Library's current marketing plan is to provide monthly event flyers, which are mailed to all the churches, posted at local post offices, available at local governments (village halls, park districts) handed out at the Library. We send our calendar of events for publication to four newspapers and are part of the virtual backpacks in both school districts. Special events get extra coverage in the papers and posted on our Facebook and website. We encourage staff and board members to share event information with the public at the local farmer's market and other community events. It is important for the Library to market ourselves for a variety of reasons – providing free access to needed resources, supplementing educational information, life-long learning and a place to socialize.

Mission Statement

The mission of the Peotone Public Library is to provide educational, informational, cultural, and recreational resources and services to all ages of people in the Peotone Public Library District (Green Garden, Peotone, Wilton Center Townships and parts of Monee and Will Townships).

Vision

SWOT Analysis

STRENGTHS	WEAKNESSES
In house Collection Development (print and e-books)	Location of building in residential area off the main drag
No extra charge for programming/events	Building located in one village – no branch
Friendly, caring staff	Noise level can be high – no defined areas – one large room for the collections
Programs/events for all ages	
Shared catalog (PrairieCat) – more titles and items available for sharing	Not all staff trained in all areas of service to help patrons
Comfortable interior – plenty of seating, village cooling center	Outreach programming to other communities in the library district needs to be increased
Hours of operation	Depends on time of day – slower Internet speeds

OPPORTUNITIES	THREATS
Increase programs to include more technology - digital lab, lending e-readers.	Mindset that Internet will replace libraries
Create a Maker-space program for hands-on experience	Patrons getting library card to use at other libraries – closer to schools they attend
Other than school functions, not much for kids to do – provide more programming after school for not only kids but families as well	Funding – if property tax freeze and min. wage increases we may have staffing issues and hours the library would be open
More offerings to the businesses and organizations in the district so they see us an asset	

Matching strengths to opportunities creates a whole new realm of possibilities. The library can purchase e-readers to lend out to patrons who have not tried one before and use the great collection that we have accumulated in OMNI with our library partners. A one- on-one training with the staff would allow more patrons to participate and be comfortable with the e-reader experience.

If we can get the school calendar ahead of time we can align our programs with days the children are off and not interfere with sports and other activities. We already have our newsletter posted on the school's website so parents would be aware and if we set up e-newsletters we could reinforce the programming. Stressing the

cooling center idea may draw more to the programs and library also if we use our Facebook page as a reminder.

Start planning families programs and/or same time events for kids and parents/caregivers – hands-on maker spaces etc.

Convert weaknesses into strengths by modifying areas of the library. The library can do a space needs assessment and see if we can rearrange the layout to have a quieter location for the computers and adult reading areas. Improve the education of the staff by offering incentives for the staff trainings and posting a schedule of what webinars etc. are available and allow staff members to attend during their working day. To increase our outreach programming we need to find areas in the community that are willing to be a host for events and programs sponsored by the library. Township buildings, village halls and park district building would be more accepted than church locations (tried them and it was not successful).

Threats can be daunting, especially when it comes to funding. The library board along with the staff can work together to find grants and other funding opportunities to help alleviate any cutback problems. Our newly formed Friends of the Library Group can supplement our budget with funds raised through their projects. Educate the community about what the library can offer them that is not found on the Internet – i.e. access to databases, classes and print materials all for no additional costs since the library assumes the cost.

The theme that runs through all areas is one of education/knowledge. A more educated staff will be able to help patrons more effectively and create even more good-will. Educating the board, staff and Friends to funding possibilities will increase our bottom line. While educating or increasing the knowledge of our community about the library services will keep them coming back for more.

Review of the 4 – C's
1. Consumer/Customer: Choices between audio, print, large print and downloadable materials to meet their needs. Help is always available if needed for locating materials in the library, instructions on how to use services and instructional videos on website for downloading e-materials.

2. Cost: Services are paid by property taxes – rarely any additional charges. Any fees are spelled out in materials given upon receiving library card.

3. Communication: Automatic holds calls texts and emails for items your request. You can receive Facebook notifications of upcoming programs/events, monthly event calendar available in print and on library website.

4. Convenience: Can call in to request materials, use web-catalog (24-7) or come to the building to place holds, Flexible payments, if needed - can use e-commerce (online) or pay at the Library. Texts or emails are possible to notify when items are getting close to due date. Pick-up and delivery is available for home-bound patrons. Drop boxes for return materials at the Library and Village Hall. If materials are not available on our shelves, we can have another library's item shipped to our location for easy pick-up.

Marketing Statement
The Peotone Public Library District would like to make all residents aware that they have library service and what is available to them through their Library District.

Goal #1: Increase the use of business related materials
Objective: Hits on the databases – Universal Classes, Legal Forms, Zinio, OMNI
Target Audience: Business owners in the library district/ Chamber of Commerce

Strategy	Tactic	Timeline	Control
Host educational workshops on business related topic	Send e-blasts through Chamber of Commerce, newspaper article, Facebook and website	Prepare and line up speaker – 3months Advertising – 1 month Reminders – 2 weeks	Speaker from GSU – Small Business Bureau, Adult Dept., Library director
Create needs of businesses from attendees, mailing list from workshops for promotional materials	Sign-up sheets, emails contacts, chamber website,	Email or mail bookmarks with reminders about services offered at library – 1 week after event	Adult Dept.
In-person self-promote	Visit local businesses to drop off materials about services	1 month after the workshop	Library Director

Budget

The marketing budget for the year is $4,000. It is used for purchasing items we give for new card sign-ups (reusable book bags, magnets with hours etc.), promotional items (i.e. pens) for give-away for Chamber golf event, farmer's market. A flyer insert in the newspapers twice a year and for ads to run in the newspaper during special events – Will County Fair guide. (This is the current budget – needs to be reviewed/revised.)

Evaluation

The marketing plan should be evaluated at least twice a year. New tools (i.e. survey sites) need to be reviewed to see if they are an effective use of funds. This would also help to see how effective our webpage and Facebook page are and if we should extend to other forms of social media.

Date of Evaluation

Evaluation will be done in at least in April (and October) of each year (new budget is up for review in May).

Goal

Effectiveness of budget funds as tied to marketing plan.

Objective

How many new patrons signed up for cards – 10% increase. Increase the number of residents visiting library (door count) – 5% per month, Website usage – 10% increase

What is the progress of this goal and objective?

The business community is more aware of the services and how the Library can help them promote and solidify their organization. Several of the businesses have library cards that they can use for database and research at their location. A survey was completed by the businesses and organizations with ideas on how the Library can help them improve their service. One idea was to offer more workshops and maybe host webinars that they can access at their work location.

Specifics of measuring the objective

There has been a 10% increase in the use of Universal Classes, Legal Forms and Chilton's Online. For example, Advanced Autoparts now has access to Chilton's online for their car care questions and use it on a regular basis. There has been an increase in reference questions from the business sector – in the past hardly any questions came to the Library.

Recommended Action

We will continue to offer workshops to the Chamber/businesses/organizations in our district on a yearly basis. The Library will continue to ask for their input on what is needed and how we can assist by way of a quarterly survey via email and our website will be used.