

Marketing Plan FY13-FY16



Bartlett Public Library District:
The Best Place to Learn and Discover

Executive Summary

The Bartlett Public Library is situated in the city of Bartlett, Illinois which has a population of 41,208 as of the 2010 census. The Library District boundaries serve approximately 37,355 of the Bartlett residents or approximately 91 percent of the city population.

Public libraries have always been challenged with providing a variety of services and programming that must change and evolve based on the needs of the community. As a result, the Bartlett Public Library's Marketing Committee plays a crucial role in determining any changes in demographics of current users and selectively targets areas of the community that might be underserved or unaware of the services and programming that are available in our Library.



The Library's strategic planning process began in the fall of 2012 and was completed in March of 2013 to coincide with the preparation of the 2013/2014 budget. Led by the management team, six planning committees comprised of Board and staff members were organized to facilitate the planning process. This included analyzing community data and identifying the vision and needs of our district through a SWOT analysis of both the Library and the Bartlett community. The process continued with a survey designed to gauge the needs of both Library users and non-users.

Analysis of the data obtained from our survey served as a foundation for planning efforts; provided focus; and offered the opportunity to examine our Library to develop a plan to provide greater relevance and value to the BPLD team and the services provided to our patrons.

The Library's Strategic Planning process resulted in a three year plan that offered a blueprint for the Library to follow and assisted in providing and improving quality services and programming to the community. Our Marketing Plan has been updated in response to the results of the Strategic Planning process.

Overview

To meet the needs of our community, the Marketing Committee will rely on the information gathered in creating our Strategic Plan as well as the results of our community survey. Detailed in this document are significant factors that will drive our marketing efforts and facilitate the accomplishment of our goals.

Mission Statement

The Best Place to Learn and Discover



Vision Statement

The Bartlett Public Library District seeks to become an essential place in community life.



Marketing

It is very important for the Bartlett Public Library to market its variety of services and resources to successfully increase usage and convey its viability within the community. In the process of marketing, we will also provide clarity to the value that the Library brings to all of its stakeholders, financial supporters and the Library District public.

The BPLD Marketing Committee is responsible for creating and updating the Marketing Plan. The Marketing Plan is intended to increase the visibility of the Library image in a favorable light; to increase the use and the variety of services and resources provided to our community through convenient internet or in-person visits; to drive traffic to our web site; and to create collaboration with community organizations.

The Marketing Committee will consist of staff representing as many departments of the library as possible. This serves two purposes: One is to direct a variety of ideas to a committee that will synthesize the information collaboratively into a marketing decision. The other is to disseminate a decision back to their respective departments. The Marketing Committee will use data driven marketing techniques to analyze the community's response to services and programming as well as to determine what marketing efforts are required to serve the needs of the community.



WOW Displays within the Library are used to attract patrons' attention to various featured collection items and to encourage circulation.



Creative Facebook posts serve as a marketing tool to engage Library followers and encourage participation in events.

Our Community:

General Population Characteristics

Data Source: 2010 US Census

Population 201241,208

Total Households (Renter and Owner

Occupied).....13,828

Completed Bachelor Degree or Above.....42.9%

Median Age..... 35 yrs

Single Parent Households.....6%

Language Spoken at home:

English : 72.62%

Hindi, Urdu, Gujarati, Polish and other European

Languages: 14.23%

Spanish: 8%

All other: 5%

Income

Data Source: 2010 US Census

Median Household Income.....\$88,912

DuPage County Median Household Income..\$78,438

Unemployment.....6.7%

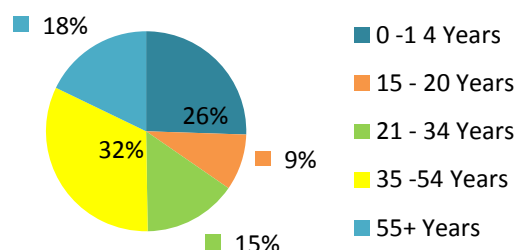
Housing Value

Data Source: 2012 American Community Survey five-year estimates

Age of Bartlett Residents

41,208 Total Population

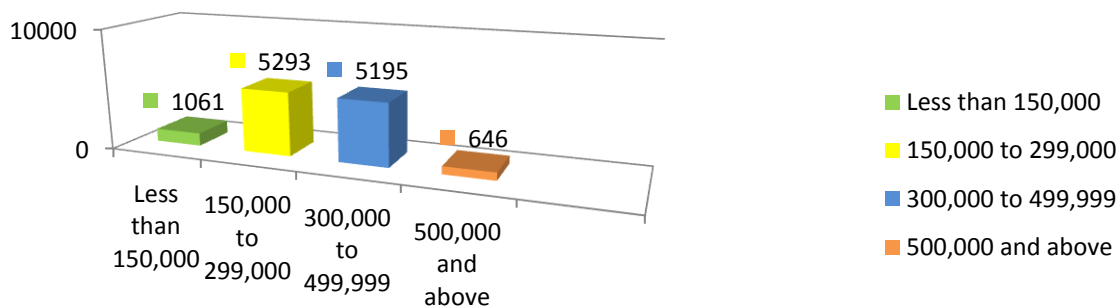
Source: 2010 US Census



- The median home value in Bartlett is \$293,700.
- 74.2% of homes were built between 1970 and 1999.

Value of 12,196 Owner Occupied Units

Source: 2012 American Community five year estimates



SWOT Analysis

As part of the development of the 2012 Strategic Plan, a *Strengths, Weaknesses, Opportunities and Threats Analysis* was completed for both the Library and the community. Five groups, four made up of staff members and one comprised of board members, were formed to analyze all available data and create a SWOT chart. Each group generated and assembled their data which was later used to compile the chart below.



Service Responses

As a result of completing the Strategic Plan, service responses were selected through feedback from a community survey, voting from our staff and voting from our Board members. Listed below are the top five service responses that were selected.

- Visit a Comfortable Space : Physical and Virtual Spaces
 - Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.
- Stimulate Imagination : Reading, Viewing and Listening for Pleasure
 - Residents who want materials to enhance their leisure time will find what they want, when and where they want it and will have the help they need to make choices from among the options.
- Create Young Readers : Early Literacy
 - Children from birth to five will have programs and services designed to ensure that they will enter school ready to learn to read, write and listen.
- Express Creativity : Create and Share Content
 - Residents will have the services and support they need to express themselves by creating original print, video, audio or visual content in a real-world or online environment.
- Satisfy Curiosity : Lifelong Learning
 - Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.



A Bartlett Rotarian volunteers to read with children during our successful "Little Read" program to encourage early literacy.

Fun
KNOWLEDGE Technology Games
Books! Books! Books!
Wi-Fi Facebook Community
CREATIVITY
Read Music
Research Specialists YouTube SMILES Twitter LEARN
Genealogy PROGRAMS MOVIES PINTEREST
INFORMATION STORYTIME Computers Laptops
Library Magazines STUDY SPACE
Helpful iPads eBooks
Crafts CONCERTS DISCOVER
Career Networking
Mobile App

Marketing Elements

To market the top five service responses that were selected, the Marketing Committee will create marketing initiatives that relate to each service response to implement changes related to the needs of our public. Included in this effort will be the addition of a new position specializing in Public Relations efforts to reach the community. This position will establish internal contacts within the local media to funnel press releases on newsworthy events and will generate consistent well-written responses to issues or concerns of our library community. The marketing table below lists the tools that we will be using to reach our library community as well as examples of marketing efforts.

Marketing Tools

Newsletter event coverage	Posters	Charity Events
Newspaper ads	Signs	Contests
Articles (Newspaper/web)	e-Newsletter	Prizes/Gift Certificates
Media releases	Website	Village Resources
Banners/Marketing Flags	Social Media	Chamber Partnerships
Brochures	3 In-house Monitors	Rotary Partnerships
Word-of-mouth	Special Events	Community Partnerships

Marketing Examples



The Library utilizes the Park District digital sign to feature upcoming events, programs and services of benefit to the community.



The September 2014 Library Card promotion generated an increase of 28.4% in new card sign-ups from the previous year.

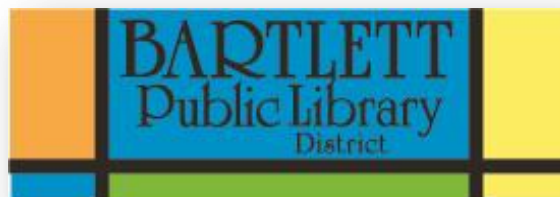
Goals & Objectives

Listed below are marketing goals that will help achieve greater visibility and increase our users within our library community.

- ❖ Branding – Develop a Standards Manual to obtain a distinctive visual identity and incorporate it consistently into signage and promotional material for instant recognition.

Action Items:

- Define logo
- Develop Consistent Signage
- Create a Standards Manual
- Increase Brand recognition



- ❖ Programming – Utilize statistics to determine the community's needs and to offer demographic specific programming that drives our community to the library and increases attendance at our programs.

Action Items:

- Compile and document programming and create attendance list.
- Create measurement criteria.
- Provide data analysis reports to pertinent departments
- Monitor data after implementing suggestions

- ❖ Outreach - Increase outreach & partnerships with community groups, book clubs and local merchants to cross-promote BPLD.

Action Items:

- School District
- Park District
- Senior Living Centers
- Rotary Club
- Chamber of Commerce



Farmers Market provided the opportunity to reach new patrons and to forge a successful relationship with Season's Produce and Specialty Market.



Library Director Karolyn Nance interacts with students at Independence Preschool in Bartlett in collaboration with School District U-46.

- ❖ Virtual Spaces – Increased visibility through internet user friendly access of library services, program calendar and activity postings.

Action Items:

- Provide user friendly features on our Mobile Apps
- Engage our community using Social Media
- Communicate upcoming events using E-Newsletters
- Maintain a routine Webpage Refresh period to improve web presence

Concluding Remarks

The BPLD Marketing Plan is a work in progress and will be evaluated and updated as library plans evolve and change to better serve the needs of our community. Efforts in 2015 will be focused primarily around supporting and marketing the renovation plans and in making sure our public has an understanding of how these changes will be of direct benefit to them. Our vision to become an essential place, one which our patrons rely on, will require a consistent high standard of service and programming for our community.



This is an example of using a flag featuring Library branding and colors in promotional efforts.

In house bookmarks and posters help to market programs including this partnership with the Chamber targeted to entrepreneurs.

