

The **Library** College of DuPage

Library Marketing Plan 2002-2005



Table of Contents	Page
Background of September 2001 Library Staff Workshop	3
Who we serve	4
Products and services	5
The mission and vision of the marketing committee	6
Goals	
Members of the task force	7
Year 1 Marketing Plan	8
Individual Marketing Projects for Year 1	10
Slogan	11
PT Reception	12
Fall Campaign	14
Focus Group	16
Year 2 Marketing Plan	18
Year 3 Marketing Plan	21
Plans to update and assess	24

College of DuPage Library Marketing Plan

Background

On September 7, 2001, the entire library staff was invited to participate in a Library Marketing In-Service Day. More than 65 staff members turned out to help learn about marketing plans and begin the process of creating our own unique plan. The workshop was facilitated by Liz Yokubison adjunct professor of Business, Marketing and Management.

In addition to getting to know and work with each other in new ways, the library staff created the two documents which became the foundation for the marketing plan. These documents are “Who We Serve” and “Library Products and Services.” As a result of this In-Service day, a Marketing Task Force was created to develop a three-year marketing plan for the Library.



*Library Staff Participates in a Marketing Workshop
In-Service Day September 2001*

Who We Serve

This is a comprehensive list of the many different patrons that we serve in the library. The three-year marketing plan does not focus on all these patrons. Instead, each annual plan focuses on specific target markets that are subsets of “Who We Serve.”

<p>Full-time Students (Enrolled in credit or non-credit COD classes)</p> <p>Part-time Students (Enrolled in credit or non-credit COD classes)</p> <ul style="list-style-type: none"> • On Campus Full-time • On Campus Part-time / "In and Out" <ul style="list-style-type: none"> ○ Night and weekends • Off Campus Only <ul style="list-style-type: none"> ○ Satellites ○ Regional centers ○ High schools • Alternative <ul style="list-style-type: none"> ○ Online ○ Other distance • Non-credit/Continuing ed <ul style="list-style-type: none"> ○ Older Adult Institute ○ Kids on Campus ○ Business & Professional Institute • Special needs <ul style="list-style-type: none"> ○ ESL ○ GED ○ Developmentally challenged 	<p>Community</p> <ul style="list-style-type: none"> • COD Library as public library <ul style="list-style-type: none"> ○ Neighborhood patrons ○ Unincorporated ○ Homeless ○ COD employee and student families ○ Recreational users ○ Public library "referrals" • Business <ul style="list-style-type: none"> ○ General business users ○ Local company patrons ○ Job seekers, Entrepreneurs • Special interest groups <ul style="list-style-type: none"> ○ Philanthropy Center users ○ Library exhibit / college event patrons • Non-COD students <ul style="list-style-type: none"> ○ Local high school/middle school students ○ Other college students <p>College of DuPage Employees</p> <ul style="list-style-type: none"> • Faculty - Full-time , Part-time, On-campus, Off-campus • Administrators • Board of Trustees • Classified Staff • College Retirees
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Products and Services

Library Products and Services fall into six major areas. The challenge for the marketing task force was to connect key products and services with specific target markets.

- Instruction
- Library Web Site / Off Campus Access
- People / Staff / Service Desks
- Databases / Online Resources
- Collection-Subject Strengths & Non-print Materials
- Computers (+ other equipment) in the Library



The Marketing Task Force

Our Vision

The Library will have a marketing plan that enables us to share information about the products and services we provide. This plan, created by representatives from all areas of the Library, will be a flexible and ongoing vehicle that allows us to more effectively connect with our students, faculty, staff and community.

Mission

The mission of the Marketing Task Force is to gather ideas generated during the September 2001 Library In-Service day and develop an initial three-year marketing plan.

Why Create a Marketing Plan?

Our library marketing plan will provide an opportunity for us to look at what we do and examine how we can most effectively communicate with the people who need or use our services.

Goals of the Marketing Task Force

The task force was created to accomplish the following:

- Create a three-year plan that identifies key target markets and connects them with essential services provided by the Library
- Create strategies to promote these services

Members of the Marketing Task Force

The task force began its work in October, 2001. One year later, it has produced this document and a three-year marketing plan.

Mary Buckley – Circulation Services

Christine Kickels – Reference

Larry Larson – Print Center (Retired)

Kathie Litos – Technical Services

Lynn Rumbaugh – Technical Services

Linda Slusar – Library Technology Program

Judy Wagner – Reference and Chair of the Task Force



*The Marketing Task Force
Kathie Litos, Judy Wagner, Mary Buckley,
Lynn Rumbaugh, Linda Slusar, Christine Kickels*

Year 1 Marketing Plan 2002-2003



College of DuPage Marketing Plan 2002-2003 Theme: Your Library....Information To Go

Plan	Goal	Target Market	Product/Service	Vehicle/Strategy	Timeline	Assessment
Library slogan	Obtain a slogan for the Library	Current/prospective users of the Library	The Library	In-house Library "contest"	Spring/Summer '02 – Use Fall Quarter '02	# of entries Slogan
First-week student marketing campaign	Help students Personalize the Library	Students	The Library	Roving Library ambassadors	First week – Fall Quarter '02	Feedback from ambassadors # of handouts
First-week orientation for new faculty	Introduce new faculty to librarian	New faculty	Librarian Library services	Include Library in formal orientation program	Fall Quarter '02	Feedback from new faculty
First-week orientation for p-t faculty	Introduce p-t faculty to librarian	Part-time faculty	Librarian	P-T reception	Fall Quarter '02	# of attendees # of Library staff
Library brochure	Promote Library to students	All students	Library resources and services	Print brochure PDF format on web site	Ready by Spring Quarter '03	Completed brochure
Marketing campaign to off-campus students/faculty	Promote Library services to off-campus students/faculty	Off-campus students/faculty	Library resources and services	Work with off campus librarian	Winter'02/ Spring'03 Quarter	
Inform community about Library	Link to Library web site from public libraries in COD District	Public libraries Community	Library web site	Contact public libraries through DLS/SLS	Spring Quarter '03	# of links to COD web site from public libraries
Focus groups	Solicit input from Library users to help in marketing efforts – what they know about products/services; what they use	On-campus students New faculty Part-time faculty	Knowledge and use of existing resources/services	Outside facilitator One focus group for each target market	Spring or Summer Quarter '03	

Individual Marketing Projects Completed for Year 1

The Library Slogan

Part-Time Faculty Reception

Fall Marketing Campaign

Focus Group Proposal

Library Slogan Project Spring 2002

Task force members outlined the following marketing plan for the development of a Library slogan that could be used for specific marketing campaigns as well as for general print and web site fliers that promote the Library.

Goal: Obtain a slogan for the Library for marketing purposes

Target Audience: Current and prospective users of the Library

What is to be promoted: Library in general

Who is responsible: Marketing Task Force

Strategy:

- Solicit ideas from staff with a print handout
- All entries will be recognized
- Slogan created and agreed upon - final decision made by Library Dean and Associate Dean
- Collaborate with Public Information to incorporate into Library "look"

Timeline:

- **April 30** - solicit ideas from staff
- **May 31** - agree upon slogan
- **July 30** - work with Public Information on slogan and "look"

Assessment:

- # of entries - 77
- Slogan – “Your Library.....Information To Go”

Budget: No Cost Initiative

P-T Faculty Reception Project
Tuesday, September 17
4:30-5:30 p.m.
College of DuPage Library

Goals:

- To promote the following information about the Library to p-t faculty:
 - Who is your librarian
 - Library web site
 - Equipment and services

Target Market:

- Part-time faculty

Strategy:

- Station # 1
 - Front Door / Table with Library tablecloth in front diamond area
 - Three roving greeters
 - Table handouts
 - Map of Library
 - Nametags / blank (faculty will fill out) and markers
 - Faculty services handout
 - Librarian business cards on table for faculty to take
- Station #2
 - Circ desk - Mary + one other staff to make Library cards for p-t faculty
 - Equipment (available to faculty) on carts near circ desk with staff to explain equipment to faculty
 - Handout listing all available equipment
- Station #3
 - Library web site on computers at reference desk and stand-up computers near the food
 - Four reference assistants will be on hand to explain/answer questions about web site

- Station #4
 - All 3 classrooms will be open and lit
 - Easel in front of 2650
 - PowerPoint running in 2650 - use existing one or redo

- Additional items
 - Front display case outside Library
 - Balloons at all stations
 - Promote reception
 - Mention of reception in initial letter to p-t faculty encouraging attendance
 - Library flier in part-time packet they pick up on campus
 - Sign outside Library on easel ("Welcome to the Library, Part-Time Faculty Reception, 4:30-5:30 p.m.")
 - Request Librarian attendance to mingle and meet with part-time faculty with RSVP
 - Outside Library banner
 - Put up week of September 3
 - Investigate "new" banner with slogan "Your Library . . .Information to Go" on it

Budget:

- College-wide committee pays for:
 - Food
 - Balloons
- Classified staff time – 2 hrs / 4 staff

Assessment:

- 100% participation of librarians and large turn-out of part-time faculty
- Need more staff at front of library to “connect” faculty with librarians
- Ran out of business cards for some librarians
- Set up by 3:30 as faculty were arriving at 4 pm
- Sign at Circulation Desk – “Get Your Library Card Here”

Fall Marketing Campaign

Goals:

- Provide information about the Library
- Personalize the Library
- Help students during first week of classes

Target Market: Students

Who Is Responsible:

- Public Services coordinates
- Persons interested in working on: Linda, Lynn, Mary, Judy, Christine

Strategy/Plan:

- Library staff; i.e., roving Library ambassadors (wearing Library shirts and first week "Ask Me" buttons) will singly man book carts on campus during the first week of campus.
 - Locations
 - Cafeteria area
 - IC building
 - Bookstore area
 - Staff
 - Librarians
 - Staff
 - Student aides
 - Handouts
 - Campus maps
 - Library pens
 - Library bookmarks/other handouts
 - Time slots / Dates
 - 2 days - Thursday, 9/19 and Monday, 9/23
 - 8:30 -10:30 am (Two-hour slots/6 people needed)
 - 5-7 pm (Two-hour slots/6 people needed)

- Publicize – Work with Office of Public Information
- Inform administrators and Student Activities Director

Time Line:

- Sign up - Tuesday, September 3
- E-mail announcement - August
- In-service day - use to recruit

Budget:

- Pens
- Balloons for carts
- Staff time
 - Some on work time
 - Extra pay for staff on own time

Assessment:

- Anecdotal feedback from Library ambassadors
 - Positive feedback
 - Hundreds of students received pens and calendars
 - Many received help with directions
- Coordinate with Student Activities regarding locations and times
- Add several Quarterlies to each cart for help with directions
- Need two persons per cart
- Put sign on front of each cart “Your Library.....Information to go”
- Winter/spring quarters – one cart/one location

Focus Group Project

Goals:

- Solicit input from Library users to help us in our marketing efforts (i.e., what do they use in the Library; what do they know about Library products/services; what don't they know etc.)
- Organize three formal focus groups to obtain feedback

Target Markets: (The following are our primary target markets for the First-Week Marketing Campaign. It seemed appropriate to target them - we could always target other groups at future focus groups if we chose to.)

- On-campus students
- New faculty
- Part-time faculty

Who Is Responsible: To be determined

Strategy/Plan:

- Enlist the aid of an outside facilitator for the focus groups - possibly Liz Yokubison who is familiar with focus group protocol and does have an understanding of the marketing efforts of the Library.
 - Liz (or other outside facilitator) will meet with the Marketing Task Force to determine focus group process and procedures)
 - Liz will facilitate the three focus groups
 - Liz will draw a report based on the input of the focus groups
- The Marketing Task Force with Liz and others'` aid will solicit 10-15 persons for each focus group.
- Focus groups will convene in the summer at lunch for students and new faculty and possibly late afternoon for part-time faculty.
 - Students lunch - Possibly solicit with help of Director of Student Activities and Student Senate.
 - New faculty lunch - Solicit with help of librarians. Sandwich roll-ups.
 - Part-time late afternoon gathering - Solicit with help of librarians and/or fliers in mailboxes. Hearty hors d'oeuvres.
- Can we give all participants something else as well - a nice pen, free video rental??
- "Help Us Help You" - a possible slogan

Possible Questions

- We want to know:
 - How you use us
 - What services would you like us to provide
 - Are you aware of our current services/products
 - What services/products do you currently use

Time Line:

- Work with facilitator in late spring quarter/early summer quarter
- Focus groups will convene in summer quarter

Assessment:

- Input from facilitator
- Input from participants
- Impact of input on marketing planning

Budget:

- \$1000 - Facilitator
 - Meet with Marketing Task Force
 - Develop questions/focus group process
 - Facilitate groups
 - Write final report
- \$600 - Food
 - Pizzas/pop for 15 students - \$200
 - Roll-ups for 15 new faculty - \$200
 - Hearty hors d'oeuvres for 15 p-t faculty - \$200

Year 2 Marketing Plan 2003-2004



College of DuPage Marketing Plan 2003-2004 Theme: Your Library...Information To Go

Plan	Goal	Target Market	Product/Service	Vehicle/Strategy	Timeline	Assessment
Library web site	Promote web site	All students Part-time faculty	Web site Library access	Post-it notes Postcards Other	Start work Summer '03 Fall Quarter'03 kickoff	
First-week marketing campaign (ongoing)	Help students Personalize the Library	Students	The Library	Roving Library ambassadors	First week – Fall quarter '03	Feedback from ambassadors # of handouts
First-week orientation for new faculty (ongoing)	Introduce new faculty to their librarian	New faculty	Librarian Library services	Include Library in formal orientation program	Fall Quarter '03	Feedback from new faculty
First-week orientation for p-t faculty (ongoing)	Introduce p-t faculty to librarian	Part-time faculty	Librarian	Reception	Fall Quarter '03	# attendees # Library staff
Library brochure for community	Promote Library to community	Community	Library resources and services	Print brochure PDF format on web site	Ready by Spring Quarter '04	Completed brochure
Marketing campaign to online students	Promote Library services to online students/faculty	Online students Online faculty	Virtual library Remote access Library card	Anlon Initial online COD mailing Library card mailing Print item	Plan Fall Quarter '03 Implement Spring Quarter '04	# Library cards Zoomerang survey
Library exhibits	Promote Library resources	On campus visitors	Collection	Exhibit cases on campus Computer flat screen - Library Roving exhibits in Library	Plan Fall Quarter '03	

College of DuPage Marketing Plan 2003-2004 Theme: Your Library...Information To Go

Plan	Goal	Target Market	Product/Service	Vehicle/Strategy	Timeline	Assessment
Focus groups (ongoing)	Solicit input from Library users to help in marketing efforts – what they know about products/services; what they use	On-campus students New faculty Part-time faculty	Knowledge and use of existing resources/services	Outside facilitator One focus group for each target market (3)	Spring or Summer Quarter '04	
Market Library to college employees	Promote Library to all employees	All college employees	Library resources	All-college events: Wellness Fair Benefits Fair	Plan Fall Quarter '03 When events occur	# people coming to booth
Instruction awareness	Promote instruction	F-t faculty Community	IL program SOS workshops	Work with Instruction Committee Library system newsletters	Winter Quarter '04	

Year 3 Marketing Plan 2004-2005



College of DuPage Marketing Plan 2004-2005 Theme: Your Library.....

Plan	Goal	Target Market	Product/Service	Vehicle/Strategy	Timeline	Assessment
Promotion to off-campus faculty	Emphasize importance of Information Literacy Create awareness of Library resources	Off-campus faculty	Library Instruction	Center mailrooms Work with Coordinator of Off-Campus Centers Key coordinators Posters/packets for off-campus faculty Spring '05 open house – invite to campus Mailing to off-campus faculty	Fall Quarter '04 begin planning	
First-week marketing campaign (ongoing)	Help students Personalize the Library	Students	The Library	Roving Library ambassadors	First week – Fall Quarter '04	Feedback from ambassadors # of handouts
First-week orientation for new faculty (ongoing)	Introduce new faculty to librarian	New faculty	Librarians Library services	Include Library in formal orientation program	Fall Quarter '04	Feedback from new faculty
First-week orientation for p-t faculty(ongoing)	Introduce p-t faculty to librarian	P-t faculty	Librarians	Reception	Fall Quarter '04	# attendees # Library staff
ESL/GED Campaign	Investigate information needs of ESL/GED students	ESL/GED students	Library a helping friendly resource	Focus groups Work with ESL faculty Create more effective guides Develop Collection	Plan Fall Quarter '04 Ongoing throughout year	

College of DuPage Marketing Plan 2004-2005 Theme: Your Library.....

Plan	Goal	Target Market	Product/Service	Vehicle/Strategy	Timeline	Assessment
International/ multicultural student campaign	Promote targeted Library services/resources	International/ multicultural students	Library collection	Work with International Education Coordinator Roving exhibits featuring targeted resources	Plan Fall Quarter '04	
Library exhibits (ongoing)	Promote Library resources	On campus visitors	Collection	Exhibit cases on campus Computer flat screen - Library Roving exhibits in Library	Ongoing	Circulation of materials promoted
Focus groups (ongoing)	Solicit input from Library users to help in marketing efforts – what they know about products/services; what they use	On-campus students New faculty P-t faculty	Knowledge and use of existing resources/services	Outside facilitator One focus group for each target market (3)	Spring or Summer Quarter '05	
Market Library to college employees (ongoing)	Promote Library to all employees	All college employees	Library resources	All-college events: Wellness Fair Benefits Fair	Plan Fall Quarter '04 When events occur	# people coming to booth
Older adults campaign	Promote Library resources and staff	OAI students	Library collection Friendly/helpful staff	Brochure (larger print)featuring targeted services/resources Breakfast outing to Library	Plan Fall Quarter '04	
Business community plan	Promote business databases	Business community	Business databases	Work through Chambers of Commerce – newsletters/exhibit shows/presentations	Plan Fall Quarter '04 Implement Winter/Spring '05	

Plans for Continuous Improvement and Assessment of the Marketing Plans

The 2002-2005 Marketing Plan is part of the Library's ongoing marketing effort. Assessment is an integral part of each project and will be used to develop future marketing strategies. Future marketing plans will be developed on an ongoing basis and will be an integral part of the Library's Continuous Improvement planning process.