



Library Marketing Plan 2016 – 2020

**Approved by the
Lac La Biche County Library Board**

**Stuart MacPherson Public Library
&
Plamondon Municipal Library**

Our Vision



Our libraries.....your place to be!

Our Mission

We provide a broad range of high quality library programs and services to our multi-dimensional regional community.

Our Values

- **People focused-** services focused on the people we serve.
- **Respectfulness-** equal consideration for everyone.
- **Friendliness-** welcoming voices, welcoming faces.
- **Service to all-** acknowledging and identifying everyone's needs.
- **Excellence-** in service standards and performance.
- **Accountability-** take ownership for what we do.

Why have a Marketing Plan?

“The scope of services offered by libraries has changed immensely in recent years, yet many Albertans are unaware of the services available to them. Alberta’s public libraries need to better market their services and let Albertans know the wealth of information, services and opportunities available at their local libraries.”

*Alberta Municipal Affairs
Positioning Alberta Libraries for the 21st Century
2009*

Good communication is often considered to be both a duty and opportunity. A duty to reach out to people and to bring them into library which is a safe, comfortable space which provides them with the opportunity to grow and socialize. An opportunity to hear the views of users and non-users, to learn from others and share excellence, and to celebrate success.

The less people know about an organisation the less likely they are to rate it. A comprehensive communications plan will therefore help ensure that people feel informed about the Library, its services and facilities- to foster a sense of familiarity and maintain positive views about this key community asset. This plan does not seek to fundamentally change the way in which we have been marketing the Library, but seeks to enhance the good practice already in place.

Plan of Service Goals for 2016 - 2020

Our service responses are:

Create Young Readers: Early Literacy

Children from birth to 5 will have programs and services designed to ensure that they will enter school ready to learn to read, write and listen.

Make Informed Decisions: Health, Wealth and Other Life Choices

Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.

Satisfy Curiosity: Lifelong Learning

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

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 them and will have the help they need to make choices from among the options.

Succeed in School: Homework Help

Students will have the resources they need to succeed in school.

Focus Group recommendations included an emphasis on the continuation of existing partnerships and support of the cultural diversity within our community.

Collection, Services & Programs

The Lac La Biche County Libraries continue to support traditional services but continue to seek new and innovative ways to provide services to the County including the provision of programs throughout our Community.

Our **Collection** is more than just books! It includes:

- Audiobooks
- Career materials
- CNIB Daisy CDs and Braille Books
- Daisy Readers (for CNIB materials)
- DVDs
- E-books (Overdrive, 3M Cloud and Freeding)
- Fortis Power Monitor (Measures power usage)
- Hoopla (Music, movies & audiobooks)
- Magazines
- Movies
- Music
- Press Display (Online newspapers)
- Scan Disk and USB Keys (audiobooks for the print disabled)
- Story sacks and kits
- Teen Health and Wellness database
- Tumblebooks
- Zinio (Online magazines)

Services

- Adult Book Club support
- Career Centre
- Children's computers (with educational games)
- Educator Library Card
- Exam proctoring
- Faxing
- Education programs
- Home schooling services
- Interlibrary loans
- Internet searching presentations
- Library skills programs
- Library tours
- Reference services
- Printing & copying
- Public computers with Internet access
- RISE Videoconferencing sessions
- Scan to e-mail
- Study rooms
- Used books for sale
- Visiting Library Services for Seniors
- Wi-Fi

Programs

- Annual Lego Competition
- Author visits
- Chicka Chicka Book Club (Partner Program)
- Happening Homeschoolers
- Lego Club
- Rattle and Chat (Partner Program)
- Read and Roll (Partner Program)
- Rhyme Time (Partner Program)
- Roaming Rhyme Time (Partner Program)
- Rocky Mountain Book Club
- Paper Crafts & More
- Specialized group programming
- Summer Literacy Program
- Summer Reading Club
- Video conferencing events
- Winter Reading Club

For more information on any of our programs or services, please visit our websites or pick up a copy of our Programming pamphlet.

Marketing Strategy

The Lac La Biche County Libraries have committed and talented staff and volunteers who assist us in our effort to reach our target audience representing all ages, backgrounds and interests. In this process we will endeavor to:

- Establish a closer relationship with the local community, Bold Center Staff, community groups, Northern Lights School Division, Portage College, Career Centre partners, and our Lac La Biche County Councillors & Administration.
- Develop, strengthen and expand our media promotion of all services, collections and programs.

Marketing Medium

We will utilize a variety of marketing tools to ensure that our messages reach the public. These include:

- Annual Review publication
- Association canadienne-française de l'Alberta
- Attendance at special events
- Big Dog weekly radio spot
- Bookmarks
- Business cards
- Delegations to County Council
- Donor wall
- Facebook
- In-house display units
- In Touch Newsletter for special events
- Interagency meetings
- Invitations
- Library TV screen
- Media releases
- Networking
- Newspaper ads
- Newspaper articles
- NLSD signage for special events
- Online newsletter (on website)
- Pamphlets
- Plan of Service circulation
- Presentations
- Prezi
- Programming guides
- Promotional materials
- Post cards
- Posters
- Sandwich boards
- School newsletters
- School visits
- Twitter
- Utilize Library logo
- Website subscriptions (free)
- Websites
- Word of mouth

Marketing Textual Guidelines

The Library has a duty to ensure that all residents have the opportunity to access our promotional materials so we will follow the CNIB Clear Print to ensure that all written communications are easy to read and do not discriminate against people with a visual impairment. The guidelines are:

- Ensure contrast between text and background
- Avoid a lot of coloured text: restrict it to titles, headlines or highlighted material.
- Avoid very small font size. Consider your audience when choosing. Don't crowd the text.
- Ensure spaces between lines of text are at least 25 to 30 per cent of the font size.
- Choose an uncomplicated or plain font with easily recognizable upper and lower case characters and medium heaviness.
- Use bold to emphasize a word or passage, rather than italics or upper-case.
- Separate text into columns to make it easier to read, as it requires less eye movement and less peripheral vision.
- Use a matte or non-glossy paper finish to cut down on glare.
- Reduce distractions by not using watermarks or complicated background designs.
- Create clean and simple designs and distinctive colours, sizes and shapes on the covers of materials to make them easier to tell apart.

Marketing Goals

To ensure success in all other service response related goals and objectives, it is imperative that the Libraries have an effective marketing and communications strategy.

Objectives:	Strategic Steps :
1. Ensure that the Lac La Biche County Libraries branding is utilized and more recognized in the community.	a. Handout promotional materials regularly. b. Continue to promote the Libraries as one unit with two locations. c. Friends of the Libraries and Board members will continue to utilize word of mouth marketing. d. Cultivate relationships with library members so that they become a brand ambassador on the libraries' behalf. e. Staff will take part in a mandatory promotion challenge.
2. Increase public awareness regarding library programs and services.	a. Use a variety of promotion methods. b. Continue to encourage staff to talk about the programs and services to library members on a regular basis. c. Visit schools and attend Interagency Meetings regularly. d. Attend local markets and seniors' luncheons. e. Continue to seek out new partnerships and engage them in the promotion of our offerings.