

Marketing Plan

Lawrenceburg Public Library District



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Executive Summary

The success of our library district is dependent on engagement with the community. With the latest shift to a digital world, it is important for our library to keep up with the change and provide quality Internet access to the community. The Lawrenceburg Public Library District offers free Internet access and a variety of free online resources to the community. The services and resources allow the community to enrich their lives through the pursuit of education and leisure. It is the goal of this marketing plan to encourage the continued use of the library's Internet services, online resources, and social media sites. It is also important for the community to be aware of our ever changing online presence and increased resource access.

This marketing plan aims to educate the public about our online services, increase website traffic, increase social media attention, and become a spot the community can rely on for Internet access. Completing three main goals will ensure the success of this marketing plan:

1. Increase usage and knowledge of free Wi-Fi and computer services.
2. Increase usage of the library
3. Increase online resource usage

Implementation of these three goals beginning in 2017 will ensure the success of the plan. Success will be measured using quarterly and yearly statistics for Internet usage, door count, traffic to the homepage, traffic to online resources, and increase in social media follows/ likes. Ultimately, success of the plan will ensure the community becomes educated about the opportunities the Lawrenceburg Public Library District can provide to them within our buildings and online.

Lawrenceburg Public Library District Opportunities

Mission

To provide our community with equal access to resources – for life.

Vision

Our facilities are safe, welcoming, and attractive and provide adequate space for all ages. We are the center of our community, promoting a learning environment for the exchange of ideas.

As a resource center, the library satisfies the needs of the community through the best services, high quality collections, current technology, and cultural and recreational programming.

We value community input and establish collaborative relationships with outside organizations to maximize our resources and services. Meeting room space for diverse community groups and organizations furthers the library's mission and enriches lives and encourages self-education.

Dedicated employees provide the level of service expected by our customers. We are an organization with a passion for reaching out to inspire and to serve the community. Our highly trained staff is instrumental in providing knowledgeable, courteous and respectful service to all, while anticipating and adapting to the changing needs of the community.

The library provides our customers with opportunities for lifelong learning and personal enrichment and supports intellectual freedom while respecting privacy. The library is a source of community pride.

The key to progress is the continuous evaluation and improvement of our organization.

LPLD and Opportunity

The Lawrenceburg Public Library District (LPLD) offers a variety of resources to 32,807 residents in Indiana. The district serves the townships of Harrison, Jackson, Kelso, Lawrenceburg, Logan, Miller, and York. The LPLD serves its population with a main located in downtown Lawrenceburg, Indiana and its lone branch located on North Dearborn Road in West Harrison, Indiana. Additionally, the district offers Outreach deliveries and programs to senior citizen facilities and homebound patrons. The LPLD is led by a Board of Trustees and operated by 32 employees including Barbra Bonney as Director. The district works with a total budget of about \$1.9 million.

The LPLD provides access to print and electronic resources, research databases, Internet, low-cost printing, and many more. In the 2015 year, the LPLD saw 14,273 items added to the collection bringing the total count of items owned to 157,145 items. Of those items, the LPLD saw 217,919 get circulated. The LPLD also welcomed 1,291 new registrants.

In addition to resources, the LPLD provides access to free programs and meeting spaces. Patrons of all ages are welcome to attend programs or host programs of their own within the library. In 2015, the LPLD offered a total of 569 programs with a total attendance of 10,081. The total program attendance has dropped 500-1,000 each year since 2012. The total door count for the district is 153,064 for the year of 2015 which has also seen a drop over the last 5 years. Perhaps the most impactful statistic for 2015 is the Internet usage. A total of 30,660 logins were registered with the computers provided to the patrons. Additionally, 14,417 unique users utilized the free Wi-Fi provided within the buildings of the district. These numbers have practically doubled what they were five years ago and continue to climb each quarter.

The drastic increase in Internet usage within the Lawrenceburg Public Library District indicates that Internet usage is vital to the community. Latest census data of Lawrenceburg, Indiana indicates that the poverty rate in the city of Lawrenceburg is higher than the national average (17.1% vs. 13.5%). With higher poverty rates within the immediate vicinity of the main library, where 85% of usage originates, it is clear Internet usage is needed by the community. The Lawrenceburg Public Library District statistics demonstrate Internet usage is being provided to the community and is being used by the community. There is a unique opportunity for the Lawrenceburg Public Library District to increase the number of users who come to the library. The district must inform the community about the free online resources and Internet available within its buildings.

Goals

Goal	Objective	Key Strategy
1. Increase usage and knowledge of free Wi-Fi and computer services.	<ul style="list-style-type: none"> • Increase computer usage by 15% • Increase Wi-Fi usage by 20% • Increase number of computers 	<ul style="list-style-type: none"> • Reach community through flyers, local radio ads, and paper ads.
2. Increase usage of the library	<ul style="list-style-type: none"> • Partner with community schools to promote free Internet services when school is closed • Increase computer literacy classes • Increases computer activity programs <ul style="list-style-type: none"> • Increase door count by 10% 	<ul style="list-style-type: none"> • Reach community through flyers, local radio ads, and paper ads. • Reach out to teachers and administrators through email • Provide schools with flyers which can be passed out to students
3. Increase online resource usage	<ul style="list-style-type: none"> • Increase LPLD home webpage visits by 25% • Increase online resource usage by 20% • Increase in social media presence by 15% 	<ul style="list-style-type: none"> • Reach community through flyers, local radio ads, and paper ads. • Reach out to teachers and administrators through email • Offer staff assistance with resources

Goal 1: Increase usage of free Wi-Fi and computer usage

The Lawrenceburg Public Library District offers free Wi-Fi and computer use in each of the two buildings. The Internet, whether wireless or wired, is fast and reliable. It is the mission of our district to provide equal access to resources for life. It is important that we reach out to all members of the community and make them aware of our free Internet services. It is our desire to have members of the community come into our buildings to use the Internet when it may not be available to them elsewhere. It is our goal to increase the community's knowledge about our Internet services.

Over the last five years, our computer and Wi-Fi usage have practically doubled. The average computer session length is over an hour. It is our goal to harness our increase the community's knowledge about our Internet services which will result in a 15% increase to computer usage and 20% increase to Wi-Fi usage.

Internally, the library will increase the number of computers that are available to the public. This will allow more patrons to access the Internet at one time. Currently the district houses over 40 computers. Thirteen computers are dedicated to children and teens. We will increase the number of adult computers by 5 and the number of children and teen computers by 4, two at each age level.

Free Internet services are important to our patrons. We can help students complete their homework, save families money on Internet bills, and provide a safe environment for children to browse the Internet. Increasing the community's knowledge of our Internet services will benefit not only us, but every 32,807 residents in our district.

Goal 2: Increase usage of the library

While informing the community about our Internet services we will also inform them about the library as a whole. We will let the community know what the library can do for them. Increasing Internet usage and library awareness will lead to a 15% increase in door count. It will be our first positive door count total in 6 years. We will draw people into the library by offering a monthly class that teaches computer literacy for all ages. We will also have a monthly program that utilizes computer software to run. Minecraft is an example of a software that can be used within the computer lab. We will also increase our partnership with the local schools. Having the teachers inform their students of our services and programs will increase their knowledge of our district and entice them to come into our building.

Goal 3: Increase Online Resource Usage

With Internet usage increase, our website traffic is increasing as well. The website was recently upgraded in the spring to accommodate the increased traffic and make it more suitable for patrons. By reaching out to teachers and informing the community, we will see a pleasant 25% increase in visits to our home webpage. Our increase in Internet usage will also bring an increase to our online resource usage. This increase of 20% will be enough to allow us to keep a few online resources such as Tutor.com. Lastly, an increase of social media page visits will increase resulting in 15% more follows and likes in both Facebook and Instagram.

This goal cannot be accomplished without assistance from faculty. It will be important to educate the staff on each of the resources. On the first staff development day in 2017, the Online Resource Manager can demonstrate the resources in front of the entire staff. This will allow each staff member to learn at one time and ask questions as needed.

Calls to Action

- Like our Facebook page and comment on our posts
- Use our online resources for homework help
- Subscribe to our e-newsletter
- Connect a device to our Wi-Fi
- Log into one of our computers and print a picture
- Ask a staff member for a tutorial on Tutor.com
- Leave a suggestion on our Facebook page
- Tag us in a post
- Instagram a picture within the library
- Attend one of our computer programs

Target Audience/ Segments

Although we do not serve the entire county, Dearborn County is well divided between male and female. There is a clear dominance of background with over 48,000 of 50,000 considering themselves Caucasian. 89% of the county is a high school graduate of higher. Interestingly, the average income of the county is \$58,000 with the average income within Lawrenceburg city limits being on \$33,000. It is clear the LPLD serves a community that is not diverse in race, but has a diverse income. It is clear that we must reach out to students and teachers in the schools

to increase the awareness of our services for school work. It is also important that we reach adults who may not have any Internet access at home due to low-income.

Dearborn County, Indiana

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Description	Measure	Source
Population		
Census 2010 Total Population	50,047	2010 Demographic Profile
2015 Population Estimate (as of July 1, 2015)	49,455	2015 Population Estimates
2014 ACS 5-Year Population Estimate	49,840	2010-2014 American Community Survey 5-Year Estimates
Median Age	41.3	2010-2014 American Community Survey 5-Year Estimates
Number of Companies	3,996	2012 Survey of Business Owners
Educational Attainment: Percent high school graduate or higher	89.6%	2010-2014 American Community Survey 5-Year Estimates
Count of Governments	N/A	2012 Census of Governments
Total housing units	20,199	2010-2014 American Community Survey 5-Year Estimates
Median Household Income	58,000	2010-2014 American Community Survey 5-Year Estimates
Foreign Born Population	583	2010-2014 American Community Survey 5-Year Estimates
Individuals below poverty level	9.3%	2010-2014 American Community Survey 5-Year Estimates
Race and Hispanic Origin		
White alone	48,486	2010-2014 American Community Survey 5-Year Estimates
Black or African American alone	357	2010-2014 American Community Survey 5-Year Estimates
American Indian and Alaska Native alone	159	2010-2014 American Community Survey 5-Year Estimates
Asian alone	231	2010-2014 American Community Survey 5-Year Estimates
Native Hawaiian and Other Pacific Islander alone	40	2010-2014 American Community Survey 5-Year Estimates
Some Other Race alone	227	2010-2014 American Community Survey 5-Year Estimates
Two or More Races	340	2010-2014 American Community Survey 5-Year Estimates
Hispanic or Latino (of any race)	556	2010-2014 American Community Survey 5-Year Estimates
White alone, Not Hispanic or Latino	48,167	2010-2014 American Community Survey 5-Year Estimates
Veterans	3,741	2010-2014 American Community Survey 5-Year Estimates

• [Want more?](#) Need help? Use [Guided Search](#) or visit [Census.gov's Quick Facts](http://factfinder.census.gov).

Figure 1. This image demonstrates the demographics of Dearborn County, Indiana. It is an example of the population the LPLD serves. Provided by <http://factfinder.census.gov/>

- *Target Audience:* Students – Increase their awareness of free Wi-Fi and computer usage within the library and how these services are available even when school is not open. This may motivate them to complete school work at the library if they do not have fast/reliable Internet access at home. The library allows them to complete homework outside of school for free and with some assistance from our resources and staff. Younger students, age
 - *Segments:* Students in grades k-6; students in middle school; students in high school; students in college.
- *Target Audience:* Adult residents considered to be living in low-income or poverty- Build the understanding of the free Wi-Fi and computer use within the library. It is important for them to understand the ease of access the library provides. They might see the importance of using the Internet within the library when they know the resources that come with it. It is also important to stress that the service is free.
 - *Segments:* Adults ages 18-30; adults ages 31-50; adults ages 51-65; adults ages 66-100.
- *Target Audience:* Teachers/ professors- Increase their awareness of the free Wi-Fi and computer access the library provides so they can promote it to their students when a project or homework is assigned. They should be aware that the library is a safe alternative for free Internet access to their students.
 - *Segments:* Teachers grades K-6; Teachers grades 7 and 8; teachers grades 9-12; college professors.

Communication Strategy

Communicating with the three target audiences is not cut and dry. It is important that understand how to effectively reach each group.

Students of all ages are best reached through social media platforms. Social media accounts are free to make and are a popular way for friends to connect and keep up. The Lawrenceburg Public Library District will use Facebook, Instagram, and Twitter to reach out to students. Through these sites, the library district will promote the benefits of our free Internet services, new computer programs, and online resources.

Adults living in low-income or poverty may are not as to reach through social media since Internet use might be limited. Instead we will go to them. Through the Outreach Department, the library will start a door to door campaign in low-income living units to increase the awareness of the library's Internet services and new computer programs. This campaign will

include a small information packet introducing each household to the Lawrenceburg Public Library District and a piece of candy to sweeten the deal. We will host a library open house once a year after this campaign to welcome any new patrons and to further answer any questions they may have. The library will communicate with landlords or office managers to also create a monthly bookmobile stop which will serve to educate the low-income and poverty identified families about the services of the library who may not have been present during our door to door campaign.

Perhaps the easiest group to reach will be the teachers. Unlike students, teachers often read their email. We will work with school administrations to obtain the email addresses of teachers and principals. Using these email addresses, we will create an electron flyer to be sent monthly outlining our Internet services and free online resources that can be used by the teachers in the classroom or by the students at home. We will also have members of the staff do yearly class visits to each school in our district. We will interact with the children, promote our Internet services, and leave them all with a LPLD souvenir to remind them of our visit.

There are a few communication strategies we will use to reach all three of target audiences. First we will create a monthly local radio station commercial that will reach a large portion of our county. The commercial will reiterate our free Internet services, and high light a new online or in-building resource for the patrons to take advantage of. We will also create a similar add in the local newspaper.

Brochures are another tool that can be used to communicate to all audiences. We will create a brochure that highlights our hours of operations, our mission, our vision, our Internet services, and our new computer programs. We will also use it to discuss each online resource with a little bit of detail. The brochures can be placed in key points around the community such as grocery stores, community centers, and hospitals. We will pass them out during our school visits and whenever a library program is hosted in our buildings or in the community.

Lastly, we will engage in community events. During the Farmer's Fair, 4H Fair, Fall Fest, Youth Fest, and so on, the Lawrenceburg Public Library District will have a booth and table set up. The booth will provide information about our Internet services and what the library provides for the community. The staff member working the booth will also encourage people to get on their mobile device and follow/ like the LPLD on various social media platforms and will even demonstrate the ease of our new website. This will be a very hands-on and word-of-mouth communication strategy.

Budget and Resources

Resource/ Service	Number Needed	Per unit (\$)	Total Cost (\$)
Newspaper Ad	6(bi-monthly)	75	450
Radio Ad	6 (bi-monthly)	100	600
Paper	1000	.35	350
Computer	9	369.99	3329.91
Monitor	9	89.99	809.91
Total	-	-	\$5,539.82

The Lawrenceburg Public Library District does not have a budget created for marketing. The various departments create their own flyers and posters that are posted around the library and then the rest of the information is placed in a monthly newsletter that is placed in various points around the community.

I believe a good starting budget for marketing would be \$5,000 a year. This will allow the library to fully engage the community in multiple ways.

For the remainder of 2016, the LPLD will continue normal marketing efforts for ongoing programs, but staff will increase their engagement with customers about our Internet service. Starting in 2017, the library will allocate \$5,000 to a marketing budget. The Technology Department will use part of their budget along with half of the marketing budget to purchase 9 new computers and monitors. Although the computers are not directly related to marketing, the partial use of our funds will speed ensure the immediate purchase of the computers. Four of the computers will be for teens and children; two at each building. The other five will be for adults; three to LPL and two to NDB.

The \$2,500 left after computer purchases will be used for the printing of flyers and brochures and ads. In order to save costs, we will have a bi-monthly add running in the newspaper for \$75 each, \$450 total, and a bi-monthly ad running on the radio running at \$100 each for \$600. That leaves \$1,450 for the remainder of the year. These funds will be used for printing flyers, brochures, and posters. With colored pages cost .35 each, we will be able to print 4,142 pages of material.

In 2018, we will use the full \$5,000 budget to increase our local ads from bi-monthly to monthly and to increase the amount of paper handouts we create. Some of this money can be used to support departments who will be programming on behalf of our marketing plan.

Measurement

This marketing plan is divided into three goals that are capable of being measured by current statistics the LPLD keeps on a monthly basis which is then generated into quarterly reports. The success of the marketing plan will rely on the comparison of the first full year this marketing plan is implemented, 2017, with the previous three years (2014, 2015, and 2016).

The success of goal one will be determined by the implementation of new computers and the increase of Wi-Fi usage and computer usage. Each time a person logs into a computer within the building, it is marked within our Envision Ware computer software. Each time a person uses a device connected to the Wi-Fi, it is also marked. We will compare the usage statistics at the end of 2017 with the previous three years to see if an increase by 15% in computer usage and 20% in Wi-Fi usage is present.

The success of the second goal will be measured in three ways. First we will evaluate our partnership with the local schools at the end of 2017. At the point we have no partnership so any active engagement with the teachers will be counted as an increase. The second way we will measure success is the implementation of computer literacy programs and programs involving computer software. Presence of both programs indicates success of the part of the goal. Last, we will measure door count similar to Internet usage. We will compare the statistics at the end of 2017 with those of the previous three years. An increase by 10% indicates success for this part of the goal.

The success of the third goal will be measured by online statistics. The number of homepage visits, online resource use, and social media likes/ follows will be noted monthly during 2017 and the total will be compared at the end of the year to previous years. An increase by 25% in homepage visits, 20% to online resource visits, and 15% in social media activity will indicate full success of the third goal.

At the end of 2017, we will compare the stats quarterly as well. This will allow us to see when we are most successful and when we fell behind. Using this strategy, we can pinpoint our marketing efforts to increase dips in statistics.

This measurement strategy can be continued for years to come and can always be compared to previous years to measure success.

Resources

www.lpld.lib.in.us

<http://factfinder.census.gov/>