

I. Purpose of plan

The purpose of this plan is to strengthen our current relationships and introduce the library to new audiences.

II. Goals

Each year the board and staff will review the Marketing/Public Relations Plan based on these goals:

- A. Promote an image of the library as a center of vibrant community life; and
- B. Promote the collections, services, and programs of the library.

III. Audience

North Little Rock has grown 6.3 percent since 2010. The population is expected to reach 72,906 by 2020. Of the 66,278 North Little Rock residents, 22.67 percent are cardholders.

Of our cardholders, 60 percent are female, 33 percent are male, and for 6 percent, there is no gender listed. The largest number of cards are held by 30- to 39-year-olds, followed by those 60+, and 6,332 cardholders live outside the city limits.

The total number of cardholders by age (and branch) from greatest to least:

30-39: 3,871 total (3,563 at Main; 308 at Argenta)

60+: 3,724 total (3,431 at Main; 293 at Argenta)

19-29: 3,623 total (3,354 at Main; 269 at Argenta)

40-49: 3,297 total (3,028 at Main; 269 at Argenta)

50-59: 2,662 total (2,421 at Main; 241 at Argenta)

0-11: 2,466 total (2,237 at Main; 229 at Argenta)

12-18: 2,157 total (2,045 at Main; 112 at Argenta)

No date of birth was entered for 25 people.

Samples of three days of checkout show that DVDs are the most circulated items and adult cards are used more often to check out children's items than children's cards.

IV. SWOT Analysis

<p>Strengths for WFLPL were identified as:</p> <ul style="list-style-type: none"> • Creative staff dedicated to improving customer service • Commitment to free, responsive programming and access to technological, enriching, and educational resources for all • Desire to become a library of choice • Support for staff continuing education • Established relationship with local school district • Vibrant Teen Center and location across from high school • Location in Argenta Arts District 	<p>Weaknesses for WFLPL were identified as:</p> <ul style="list-style-type: none"> • Few Spanish speaking staff • Limited awareness of resources in modern libraries • Inability to be all things to all people
<p>Opportunities for WFLPL were identified as:</p> <ul style="list-style-type: none"> • Ability to apply for grants • Desire for new community partnerships • Future Makerspace • Ability to provide library cards and check-outs outside the physical library • Paid advertising • Ability to grow social media reach 	<p>Threats for WFLPL were identified as:</p> <ul style="list-style-type: none"> • Competition for patrons' time • Competition from Amazon, Netflix, and other media sources (libraries, bookstores, etc.)

V. Target markets

In promoting library services, we will target both internal and external audiences. Concentration on a particular audience will vary depending upon the marketing initiative, the message, and the avenue of communication.

Potential target markets include:

0-11 (preschool & elementary children)

12-18 (teens)

18-24 (college students)

25-34 (early career / young families)

35-44 (adult / families)

45-54 (later career)

55+ (Baby Boomers)

Staff

Homeschoolers

Business

Internal Audience	External Audience
William F. Laman Pubic Library Staff	Community members, both library users and non-users
William F. Laman Public Library Board Members	Just Between Friends
	Community organizations and groups
	Schools
	Local Businesses
	Government officials
	Local media

VI. Promotional Strategies

Channel of Communication	Target Audience	Strategies
Promotional materials	Internal and external	Distribute flyers, posters, bookmarks, and more to patrons, community organizations, and businesses
Monthly calendars	Internal and external	Publish departmental event calendars
Library website	Internal and external	Maintain a website with relevant programs and services information
Social media	Internal and external	Post content and engage users on Facebook, Instagram, Twitter and Youtube
Newsflash emails	Internal and external	Distribute information through a subscription email list
School calendars	External	Distribute children’s department events to elementary schools for backpacks
Community events	External	Participate in local events and festivals
Media news submissions	External	Submit press releases and calendar events to local and digital media

VII. Evaluation

Evaluation of our promotion and communication efforts will be instrumental in determining what is working and what can be improved. Below are the evaluation methods we can employ for certain communication avenues.

- Promotional materials:
 - Survey samples of the community to determine how and where they receive information about library programs and services

- Library website:
 - Track website analytics, including click and number of visitors
 - Survey the public
- Social media:
 - Track followers, engagement, and reactions to social media accounts and their content
- Newsflash emails:
 - Track number of subscribers and open rate
- Community events:
 - Tally the numbers of people engaging with the Library's table or booth at community events

We believe these evaluation methods will help us assess what we need to improve in order to achieve our goals.