Lost in a Good Book

A FAMILY CHALLENGE

Emily Bedwell
MONROE COUNTY PUBLIC LIBRARY | THE MARKETING PLAN
Table of Contents

Executive Summary ........................................................................................................................ 3
  Organization & Contact Information .......................................................................................... 3
  Director & Governing Bodies ..................................................................................................... 3
  About the Library ....................................................................................................................... 3
  Document Summary ................................................................................................................... 3

Theoretical Foundation: Lost in a Good Book Program ................................................................. 4
  Case Study One: “Summer Reading Levels Up” by Greg Landgraf .......................................... 4
  Case Study Two: “Summer Reading Goes Web 2.0” by Sydnye Cohen ................................... 5
  Case Study Three: “Dare to Explore” by Greg Morgan ............................................................. 5

Market Audit and Research ............................................................................................................ 7
  MCPL Mission Statement ........................................................................................................... 7
  MCPL Vision Statement & Values ............................................................................................. 8
  Environmental Scan .................................................................................................................... 8
  SWOT Analysis .......................................................................................................................... 9
  Original Data ............................................................................................................................. 11

Market Segmentation .................................................................................................................... 12

Service Identification .................................................................................................................... 12

Missions, Goals, Objectives, Actions, Timelines, and Budget ..................................................... 13
  Marketing Goals, Objectives, and Strategies for Lost in a Good Book .................................... 13
    Goal One: Highlight what makes Lost in a Good Book Unique ........................................... 13
    Goal Two: Increase Family Involvement in Summer Library Programs .................................. 14
    Goal Three: Demonstrate how the library is a part of the bigger community as a whole. ... 15

Budget for Lost in a Good Book ............................................................................................... 16

The Marketing Mix ....................................................................................................................... 16
  Promotion .................................................................................................................................. 16
  Message ..................................................................................................................................... 17
  Branding: ................................................................................................................................... 17
  Public Relations ......................................................................................................................... 19

Publicity, Advertising, and Advocacy .......................................................................................... 20
  Publicity .................................................................................................................................... 20
  Advertising ................................................................................................................................ 20
  Advocacy .................................................................................................................................. 21

Internal Marketing ....................................................................................................................... 22
Evaluation ..................................................................................................................................... 23
Reflection ...................................................................................................................................... 23
Appendix A: .................................................................................................................................. 25
    Social Media Shareable Graphics ............................................................................................. 25
    Bookmarks ................................................................................................................................ 26
    Poster (example) ....................................................................................................................... 27
    Letter to the Editor/Article (Sample) ........................................................................................ 29
Works Cited: .................................................................................................................................. 30
Executive Summary

Organization & Contact Information

Monroe County Public Library

- 303 E. Kirkwood Ave., Bloomington, IN 47408
- (812) 349-3050
- Website: mcpl.info
- Facebook: /mcpl.info
- Twitter: /mcplindiana

Director & Governing Bodies

Marilyn Wood, MCPL Director

- mwood@mcpl.info
- 812.349.3050

Board of Trustees (https://mcpl.info/library-trustees/board-trustees)

About the Library

Monroe County Public Library has two branches (one in Bloomington, the center of Monroe County, and one in nearby Ellettsville). Bloomington is a culturally-diverse melting pot of families, international students, long-time residents and retirees. The presence of Indiana University (Big 10) adds to the dynamic of what would otherwise be a small town. The 2010 Census estimated Monroe County was home to about 138,000 people, with a median age of just 23.4. Last year (2016), MCPL had over a million visits, including almost 60,000 program participants. Our 2016 physical item circulation was over two million items, and we happily spent 1.5 million dollars on collection development.

The Monroe County Public Library was established in 1820 and has maintained a presence in Monroe County continually since that time. In 1917, the MCPL became part of the Carnegie Library Program, and continued to use the building constructed with those funds until it outgrew the space and moved to the current locations in 1970. The Ellettsville branch was established in 1968, moving to its current location in 1990.

Document Summary

The following document explores one way the library can partner with the community for an all-family summer reading program. In addition to the mission, goals, objectives and timeline for the Lost in a Good book program, I have included are case summaries, market research, internal and external marketing plans, and information needed from the library to make this program a success.
Theoretical Foundation: Lost in a Good Book Program

While it sounds totally new to the MCPL community, the ideas behind the Lost in a Good Book Program are not completely new. There is documented success with all-family programming, innovative summer reading programs, and using technology to encourage participation.

Case Study One: “Summer Reading Levels Up” by Greg Landgraf

Summary:

This article discusses two library programs that successfully moved their summer reading programs beyond just books and prizes and into more dynamic, participatory experiences. The first library, Canton (Mich.) Public Library, created an alternative to a traditional summer reading program called Connect Your Summer. Connect Your Summer was a game “in which players collected badges for tapping into various experiences” (44). The goal of the program, according the Laurie Golden, the CPL marketing and communications manager was to “find ways to connect people to the library and the community” (44).

The article then goes on to explain how the Connect Your Summer program worked, which involved reading, attending programs at the library or in the community, or even by choosing an activity that related to the specific badge themselves. CPL also included an additional interactive element by allowing participants to blog on the library website about their experiences earning the various badges.

The second library the article discusses is The Ann Arbor District Library, also in Michigan. Their Summer Game 2011 program was similar to the CPL program, but added a point system that allowed the points to redeemed for prizes and position on the leaderboard.

The rest of the article focuses primarily on the practical side of the program, offering valuable information that will help the MCPL’s Lost in a Good Book program. Some of the highlights include:

- Web-based, including sign ups, badges, points, and sharing with others
- Connecting to the existing library catalog
- Open source building of the site, but acknowledging the need for people who know what they are doing
- Open to all ages and sign ups could be individuals, families or groups that can play together online
- Allowed patrons that travel during the summer to participate online
- Rewarding players for learning to do new things online
- Teach information literacy without it feeling like school
- Most of all, fun and engaging
Case Study Two: “Summer Reading Goes Web 2.0” by Sydnye Cohen

Summer reading, though often a library program, is supported and encouraged by teachers and educators. While school is out for the summer, these programs provide incentive to help students retain their reading and literacy skills, whether it is through a library-sponsored program or through a school’s required reading list.

In 2010, the authors were presenting at the National Council of Teachers of English convention in Florida. While there, they attended a seminar presented by a school in Maryland that had used Facebook for their summer reading assignments. That seminar would ultimately be what launched the Web 2.0 summer reading plan. (Cohen, 39).

Once back at their own school, the authors began meeting with their faculty and staff to discuss what they could do to increase and enhance their summer reading program. They used Voicethread, Google Docs and a Wiki to demonstrate interactive summer programming options, and invited each teacher to submit books for the summer reading list. This interactive method meant that the teachers would have to read the books along with the students and be willing to interact over their summer breaks.

While this article does not pertain exclusively to libraries, it does have interesting information that can be applied to the Lost in a Good Book program. Some ways the school program could be incorporated into the summer program include having a dedicated website for the program, holding a book fair that showed off the books that would be on the summer reading challenge, signing up for dedicated discussion groups, and, maybe most importantly, training their staff to use the technology well so that they could interact with students.

In addition, many teachers took the books out into the world, going on hikes while reading a book about hiking. They also allowed students to evaluate the program at the end of the first year, and found that it was considered a success, despite a couple hiccups with technology and timeframes. The key, they found was allowing the students to have more choices, while still having some guidelines to follow.

Case Study Three: “Dare to Explore” by Greg Morgan

This article looks at the summer reading program that was launched over all of the Auckland libraries in 2011/2012. The program was called Dare to Explore and it was organized regionally across the 55 libraries that make up the system. In a progressive move, the program was established to run for three years, being refreshed in years two and three. Unlike previous summer reading programs, the Dare to Explore program was geared toward all children and families across Auckland, while older programs have focused primarily on children with known reading difficulties and/or issues (193). To that end, they focused on four desired outcomes:

1. “Children have fun, enjoy the program, and find it easy and flexible
2. Children increase their love of books, reading, and the library
3. Children maintain and improve their reading ability and are comfortable and confident library users

In addition, many teachers took the books out into the world, going on hikes while reading a book about hiking. They also allowed students to evaluate the program at the end of the first year, and found that it was considered a success, despite a couple hiccups with technology and timeframes. The key, they found was allowing the students to have more choices, while still having some guidelines to follow.
4. Children and their families want to continue their relationship with the library beyond the program and recommend the library to others” (193).

A great deal of the article focuses on the branding and marketing that went into the Dare to Explore program, which is important to think about as Lost in a Good Book is developed. Because they spent their money on a large, all-across Auckland initiative, the library did not have funds for prizes. Instead they focused on creating pieces that were engaging, colorful, and impactful. In addition to cartoon characters that looked like New Zealand children, staff at the local libraries were encouraged to wear special Dare to Explore shirts to encourage participation and questions.

Other marketing and program pieces included a guidebook containing challenges, info about Dare to Explore, and ideas for how to get the entire family interested in the game. Included in the guidebook was a passport that would serve as a way to track reading and challenge achievements, as well as favorite books, and ways to earn points for visiting community sites. In addition, the Dare to Explore challenge was broken down into segments; four challenges had to be met to complete the first set, and then they had the option to choose from up to five additional challenge sets that were themed. There was a minimum of 4 and a maximum of 62 challenges available throughout the program. (195).

Parts of the challenges that could be adapted and included in Lost in a Good Book include:

- Creating a dream library
- Make something from a cookbook
- Crafts
- Scavenger Hunt
- Local museum visits
- Local history highlights
- Time capsule additions
- Learn a sentence in a new language
- Take a photo of your family reading in an unlikely spot

Finally, this article emphasizes the need for staff involvement beyond just children’s librarians in order to make the program successful. Dare to Explore was truly an all-library initiative, and we would like Lost in a Good Book to be the same.
Market Audit and Research

The current state of the Monroe County Public Library:

According to the 2016 annual report (the most recent report available), the MCPL has some great things going for it. With an operating budget of just over $8.2 million and 127 full-time staff, MCPL is well equipped to serve the community. And, that’s good with over 72,000 library cards are in use, and over 98,000 visitors came through the doors during 2016. When you think about the 58,000 people who participated in some kind of MCPL program, the ability for Lost in a Good Book to be a dynamic, community-changing program is high. Some other library statistics to consider:

- The collection in 2016:
  - 348,738 books
  - 39,872 eBooks
  - 103,317 DVDs/CDs
  - 19,288 downloads

- Circulation in 2016:
  - 2.138 million physical resources
  - 421,000 digital resources

Monroe County, Indiana:

Bloomington is the county seat of Monroe County, which is home to 137,974 people as of the 2010 census. The census also revealed that approximately 22% of the households in Monroe County have children under the age of 18 living in them, which is a huge potential market for the Lost in A Good Book Family Challenge. Even though the MCPL has a huge number of library card holders, it is still roughly only half of the population of the county. There is still work to be done in outreach and community involvement, and a program that takes people from the library into the community could be beneficial to all participants. In addition, Bloomington specifically has a large transient population of students from Indiana University who both leave and come back to Bloomington at all times. Finding a way to reach onto the campus and remind students that they have access to the local library is a crucial part of the summer outreach plans.

Other libraries in the community include the 13 libraries that make up the Indiana University-Bloomington library system. Not all of these libraries are open to the public, but many of their resources can be accessed with a valid Indiana ID.

Library objectives are focused on the new 2018-2020 Strategic Plan and are outlined below.

MCPL Mission Statement

Monroe County Public Library strengthens our community and enriches lives by providing equitable access to information and opportunities to read, learn, connect, and create.
MCPL Vision Statement & Values

A knowledgeable, inclusive, engaged community empowered by Monroe County Public Library.

Our Values
- Accessibility
- Civil Discourse
- Inclusiveness
- Integrity
- Intellectual Freedom
- Lifelong Learning
- Literacy
- Respect
- Safety
- Service
- Stewardship

(https://mcpl.info/about/about-library)

Current Marketing Activities

The MCPL currently uses all available resources to communicate with patrons and the community. We design unique flyers for each program and event, leverage social media through visual posts and video, share on public access TV, and use full-color, large posters to make sure people coming in and out of the library know what is going on. We also have a regular feature in the local paper, and encourage Friends to write letters to the editor about why the library matters to them. The MCPL is dedicated to producing high-quality, strong content that inspires, challenges, and educates people about not just the library, but subjects that interest them.

Environmental Scan

The PEST analysis is a great way to look at how external factors can affect the Lost in a Good Book program.

Political/Legal Factors. Monroe County is a predominately democratic county, voting for the democratic candidate for president almost exclusively since the late 80’s. With the presence of Indiana University, Bloomington in particular has a high percentage of active, engaged young people. The political climate affects the library only in that the library is seen as a center of engagement for the community. The library strives to remain unbiased and open to all.

Internet filtering is a tough question that all libraries have to investigate on their own. In the Internet and Computer Use Policy, it states, “MCPL has investigated filters designed to restrict access to various online content, but has found them to be both overly broad (restricting access to materials that no one would find objectionable) and not fully effective (allowing access to a considerable number of sites of the sort they purport to block). Given these limitations, MCPL has not installed such software. In order to provide alternatives for minors, MCPL does provide links
through the Children's site to search engines with filters” (https://mcpl.info/geninfo/internet-and-computer-use-policy).

Despite our commitment to universal access of information, MCPL still understand that there are rules that must be followed when it comes to copying and sharing content. As such, MCPL follows all applicable state and national laws in terms of copyrighted materials, both in how we show information to the public, and how are resource are used.

**Economic Factors.** Thankfully, Bloomington and Monroe County have been fairy insulated from economic downturns. Indiana University, Cook & Catalent Medical, and Crane Naval Base are all primary employees who have helped Monroe County weather the recession financially. As a library, MCPL continues to see high usage of both resources and rooms. MCPL is a public hub of information that constantly evaluates the number of computers we have to ensure people have the access they need. In addition, we check out mobile hot spots to help those without internet access have a way to get the information they need after hours. Donations of materials keep coming in, with the Friends Bookstore having the best year ever in 2017. Taxes are always a concern, but the Friends of the Library work hard to raise tens of thousands of dollars for MCPL.

**Social Factors.** Though a large portion of the community is transient, there is a good base of young families and retirees who call Bloomington home. Monroe County is approximately 88% white, according to the 2010 census. In addition, the average age was 27.7, which is definitely impacted by the presence of the University. Startlingly, 25% of the population lives below the poverty line, but again, some of that is attributed to students with small or no income.

MCPL tries to reach out into the growing Latino community by providing resources in Spanish, as well as programming, language classes, and ways to help immigrants interact with the community. The local paper, the Herald Times, is daily, and the University provides the IDS Monday-Friday. The only local television is the CATS community access television that is produced in the lower level of the library. Both the city and IU provide continuing education opportunities for adults.

**Technological Factors.** On any given day, there are just as many people on computers in the library as there are wandering the stacks and looking for resources. Downloads of resources, books, audio books, magazines, movies, and more continue to grow as more and more people are looking for easy ways to get their entertainment. The library provides free Wi-Fi, as do many local businesses and organizations.

Social Media continues to challenge and change how the library interacts with patrons and vice-versa. There is a strong online presence that MCPL works hard to maintain. In addition, we offer virtual Ask-a-Librarian options during business hours. More and more people are connecting with the library first through social media or online, long before they ever come inside.

**SWOT Analysis**

**Strengths.**
- MCPL excels in children’s programming, making community connections, and providing programming for all ages.
We serve people who are educated, engaged, and communicative well.
DVDs are extremely popular, as are children’s books.
The staff is proud of engagement with the community, the digital learning center, and Level Up, our Teen Space.
MCPL has won several awards in marketing and programming, including recent awards from the ALA for our Marcus Sendak exhibit. We also won an NEA Big Read grant in 2017 for the Power of Words program.

Weaknesses.
- The MCPL needs to do more to reach out into the less-served portions of the community, especially non-English speakers.
- Location of the library means that there is a large percentage of homeless people that use the library regularly.
- Lack of meeting spaces make it hard for groups to use the building regularly. Rooms are often booked weeks, if not months, in advance.
- While we value programming for adults, they are some of the least-attended programs we offer
- Services that receive the most complaints are not always things that we can control, like constant parking issues. People find the library inconvenient sometimes, but there isn’t a lot we can do to change that.
- Books on CD come and go on the popularity scale; they seem to be popular for a few months, and then their popularity goes down again.
- Staff get frustrated with lack of attendance at programs that address continual issues (like the need to better train older people on technology)
- Parents often use the MCPL as free childcare, which means kids are left unattended at the library for long portions of time.

Opportunities.
- The tween/teen market continues to grow, with many students rediscovering the library
- People who need access to digital resources (programs, green screens, recording studios, etc.) but cannot find them are able to use them – FOR FREE – at the library.
- Young families continue to call Monroe County home.
- The homeschool community in Bloomington continues to grow and the library would like to have more programming to help them
- There is a strong desire to help the homeless in the community while still keeping other library users safe, so creating spaces and programming is constantly explored
- Family-friendly programming seems to be very segmented by age, so programming that reaches across age groups would be very beneficial.
- Often college students don’t know about the library or that they can use it if they’re not from Bloomington.
- There is a need for more programming that reaches the men/husbands/fathers in the community.
Threats.

- Many market segments are staying about the same, neither growing or shrinking. While this is not completely bad, it is also not completely good. Apathy and status quo are definitely threats to progress.
- A lot of time and energy is put into programming that doesn’t always have more than one or two people in attendance. Maybe programs that force people to come to the MCPL are not what people want anymore.
- Customers complain of lack of parking, the number of homeless people wandering the building, and even the way the library is laid out. Any time changes are made it is met with resistance because people don’t know where to find the materials they used to know.
- Both branches of the library are aging buildings. Both facilities need renovation, but the branch in Ellettsville is especially in need of more space and a major renewal.

Original Data

One of the ways the MCPL will collect data is through a survey. These surveys are both online and available at both branches and in the Bookmobile. This survey will be used to see what kind of programming would be of interest to the families and how we can make a summer reading challenge that goes beyond the normal children’s summer reading program. The survey will be put on the MCPL website, shared on social media, and available at all checkout locations and in the library kiosks. We will send a link to the survey in the regular MCPL email blast, as well.

Survey Introduction:

To better reach families, the MCPL is committed to creating programming that involves both the library and the community. While we understand and appreciate the value of the traditional summer reading program, we firmly believe it is time to step up what we offer Bloomington, Ellettsville and Monroe County. To that end, we invite all members of the community to take the following survey. Results are anonymous and confidential. If you would like to be on a focus group that comes out of this survey, you will be directed to a new link at the end of the survey.

Sample Questions:

- Age of Parent/Caregivers (ranges: 18-30, 31-50, 50+)
- Number of adults in the household
- Number of children in the household, and their ages
- Do you (or anyone in your family) currently have a library card? Number of cardholders in the home
- Do you participate in our summer reading challenge? Why or why not?
- What would make an all-family reading challenge appealing to you?
- Lost in a Good Book is our proposed summer challenge, involving reading, programs both in and out of the library, a scavenger hunt, and so much more. Does that sound appealing to you?
- What do you wish the library would offer more in the summer?
What is your favorite part of MCPL?
What can we do better?

If you would like to be on a deeper focus group, you will be directed to a second page where you will answer questions about your age range, availability, and provide contact information.

Market Segmentation

The Lost in a Good Book Challenge focuses on a particular segment of the MCPL user base. While we would love to offer this program to all people, we want to focus this first year on the needs of the following group:

Parents/Caregivers of school-age children who may or may not participate in traditional summer reading programs, with emphasis on family units that need non-traditional programming.

This segment of the population has the following characteristics, generally

- Children ages 5-18 who are home for the summer;
- Parents/Caregivers where at least one adult works outside the home on at least a part-time basis;
- May be less familiar with the library than a family that has participated in summer reading programs in the past;
- Needs a program with flexibility; the end date is fixed, but challenges and achievements can be met in a variety of ways

Service Identification

There is a need in the community for more programs families can do together during irregular hours. During the summer months, there are programs for preschoolers, kids, teens, even adults, but there are very few programs that combine multiple age groups and/or members of a family unit. Even the library is guilty of segmentation when it comes to traditional summer reading. At the MCPL, we offer a children’s program, a teen program, and an adult program. Add to that the fact that most programs are offered during the daytime hours, often when parents/caregivers are at work an unable to participate.

The Lost in a Good Book Challenge will bridge the gap between segmented programming and non-segmented programming by allowing families and family units to be united in a reading program. This program directly related to the defined market segment of “Parents/Caregivers of school-age children who may or may not participate in traditional summer reading programs, with emphasis on family units that need non-traditional programming” as stated above by allowing families to participate together on a schedule that works better for them.

In the Ansoff Matrix, the Lost in a Good Book challenge would fall under Current Markets/New Services (Service Development). This part of the matrix is defined as, “New services can be
developed and targeted to existing market segments. Market research can be used to determine what services will benefit a particular market segment” (http://eduscapes.com/marketing/6.htm).

Missions, Goals, Objectives, Actions, Timelines, and Budget

The Mission of the Monroe County Public Library is “Monroe County Public Library strengthens our community and enriches lives by providing equitable access to information and opportunities to read, learn, connect, and create” (https://mcpl.info/about/about-library).

Marketing Goals, Objectives, and Strategies for Lost in a Good Book

The goals and objectives of the marketing plan for Lost in a Good Book are:

Goal One: Highlight what makes Lost in a Good Book Unique

Objective One: Give 10 Examples of how Lost in a Good Book is different than traditional summer reading

<table>
<thead>
<tr>
<th>Date</th>
<th>Strategy/Action Step</th>
<th>Anticipated Outcome</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>January-March</td>
<td>Create flyer listing what makes program different than traditional summer reading program</td>
<td>Awareness of program change months before sign ups begin</td>
<td>Flyer: Marketing department</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Hand Out: Circulation/Reference</td>
</tr>
<tr>
<td>January-March</td>
<td>Include program promo in all regular programming events and classes</td>
<td>Show that the whole library is behind the new Lost in a Good Book program</td>
<td>Program leaders to announce</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Marketing department to create</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>slide/graphics</td>
</tr>
</tbody>
</table>

Objective Two: Increase technology literacy by integrating online participation options instead of just paper options.

<table>
<thead>
<tr>
<th>Date</th>
<th>Strategy/Action Step</th>
<th>Anticipated Outcome</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>March-April</td>
<td>Demonstrate how different technologies available in the library will help “win” Lost in a Good Book</td>
<td>Familiarity with technology options at the library and how they are used</td>
<td>Digital makerspace team; adult strategists</td>
</tr>
<tr>
<td>April-August</td>
<td>The online portal for Lost in a Good Book will have games and activities designed to help increase technology comfort for all ages of participants</td>
<td>Increase technology literacy between patrons, staff and users</td>
<td>Reference staff will have to be familiar with the portal to answer questions</td>
</tr>
</tbody>
</table>
Goal Two: Increase Family Involvement in Summer Library Programs

**Objective One:** Increase adult summer programming participation by 25%

<table>
<thead>
<tr>
<th>Date</th>
<th>Strategy/Action Step</th>
<th>Anticipated Outcome</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>January-March</td>
<td>Writer letters/articles for the local paper, chamber of commerce, and community boards about why participating in a summer reading challenge as a family could be fun.</td>
<td>Adults get excited about participating in the program as a family.</td>
<td>Each department will write one or two letters or features. Marketing lead will confirm receipt and submit to appropriate resource.</td>
</tr>
<tr>
<td>March-August</td>
<td>Emphasize how Lost in a Good book can be done anywhere at any time and doesn’t require always being at the library at a specific time.</td>
<td>Families are more excited about participating in the program because they can do it in spite of their busy summer schedules.</td>
<td>Marketing team creates an “Any Time Any Where” campaign to go with Lost in a Good Book.</td>
</tr>
</tbody>
</table>

**Objective Two:** Sign up at least 200 families for Lost in a Good Book

<table>
<thead>
<tr>
<th>Date</th>
<th>Strategy/Action Step</th>
<th>Anticipated Outcome</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>January-March</td>
<td>Create posters to place around the library, branches, and bookmobile showing unique ways Lost in a Good Book can be incorporated in summer family life.</td>
<td>Family members see how Lost in a Good Book is relevant to them as individuals and as a family.</td>
<td>Marketing team will create and hang posters</td>
</tr>
<tr>
<td>March-August</td>
<td>All those summer camps can get expensive. Show how Lost in a Good Book is free fun for the whole family.</td>
<td>People on the fence might appreciate that there is no cost associated with the program.</td>
<td>Marketing team All program leaders should be able to articulate why it’s free and what participants get.</td>
</tr>
</tbody>
</table>
**Goal Three: Demonstrate how the library is a part of the bigger community as a whole.**

**Objective One:** Recruit 15 community partners to be a part of Lost in a Good Book.

<table>
<thead>
<tr>
<th>Date</th>
<th>Strategy/Action Step</th>
<th>Anticipated Outcome</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>November-January</td>
<td>Show community partners how being a part of Lost in a Good Book is equivalent to free publicity for their organization.</td>
<td>Community organizations are excited to team up with the library.</td>
<td>Community outreach team; library director will be critical to ensuring that the community stays connected.</td>
</tr>
<tr>
<td>March-August</td>
<td>Allow each partner to show how their organization impacts the community via social media, website, and other channels</td>
<td>Organizations will be able to share why they are important to the community and how they can help local families.</td>
<td>Collection will be community outreach team; marketing team will make the icons and graphics.</td>
</tr>
</tbody>
</table>

**Objective Two:** Increase awareness of community partners through targeted emails and promotional tools

<table>
<thead>
<tr>
<th>Date</th>
<th>Strategy/Action Step</th>
<th>Anticipated Outcome</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>April-August</td>
<td>Give out a map showing where all community partners are located, along with their basic information. Can also be interactive online (like a google map).</td>
<td>Families go to the community partners to learn more about what they do.</td>
<td>Marketing will create; Handouts available at all reference and welcome areas.</td>
</tr>
<tr>
<td>May-August</td>
<td>Participants can collect items at each location that have the logo of the community partner and the Lost in a Good Book logo on it.</td>
<td>Families learn more about community partners by going to them while they are open to get the prize.</td>
<td>Marketing team creates; Community outreach team takes supplies to each organization.</td>
</tr>
</tbody>
</table>
**Budget for Lost in a Good Book**

The Monroe County Public Library already designates a large amount of money every year to their summer reading program. That money, approximately $15,000 for printing, prizes, and supplies, can be reallocated to the Lost in a Good Book challenge.

Printing:
- Printing Posters, Flyers & Program Booklets $7,000
- Prizes $3,000
- Closing Program $3,000
- Web Plugins and software $1,000
- Advertising $600
- Misc. $400

There will be no additional personnel fees required for this program.

**The Marketing Mix**

**Promotion**

The focus of the marketing campaign for Lost in a Good Book is to create excitement and anticipation, while educating long-time summer reading participants about why we are making the change to a larger, family-oriented program. The library will promote Lost in a Good Book through every avenue available, including:
- Website
- Social Media, including #lostwithmcpl hashtag on all products
- Flyers and Handouts
- Posters and Window Clings at the Library and branch
- Posters and Window Clings for member community organizations
- QR codes for ease of communication
- T-Shirts for staff and volunteers

To create an Integrated Marketing Communication plan, the same fonts, graphics, website, hashtags, logos, icons, and graphics will be used on all pieces. This does not mean that every element will be on every piece, but instead that every piece will include at least the logo, website and hashtag.

At the conclusion of the Lost in a Good Book Challenge, there will be a celebration at the library or a local park (depending on the number of participants that sign up to attend. The closing of the challenge will include a special prize of a Lost in a Good Book journal to all participants who complete at least 75% of the challenges. The branded journal will include a place to keep all their Lost in a Good Book supplies from the challenge, as well as ways to continue to explore the community and the library on their own.
Message

Sending a carefully crafted, unified message about Lost in a Good Book is essential to the success of the marketing plan. To better explain how messaging works with Lost in a Good Book, look at the TRAP Model:

Timely: Everything created in the months leading up to the May 25 launch of Lost in a Good Book includes a way for families to sign up for the program. No piece is solely informational, but instead is a call to action: sign up, go to the website, learn more, be a part of this great new thing the library is doing.

Relevant: We will make this about current families in our community. We know there are a hundred different things you can do with your family this summer, and we, the library, wants to be a part of it all. We want to show how Lost in a Good Book can be a complement to your summer schedule, not a burden or added thing to do. We will show how you can take Lost in a Good Book to the ball fields, on vacation, and even to summer school and work.

Active: Lost in a Good Book is about getting out into the community. It’s a library program, so there is an element that is about books, reading, and information literacy, but Lost in a Good Book is about exploration and making connections in the community.

Personal: All photos will use people that are representative of Monroe County’s diverse population and makeup. It will show families that are nuclear, same-sex, single parent, grandparents, and a little of everything in between. We will show how this program works for every family, no matter how they look or how their summers shape up to be. There will be no differentiation between wealthy or struggling, or between those that have access to resources and those that do not. Challenges and organizations will be selected that are available to the majority of our population by some means.

Branding:

Title & Secondary Title: Lost in a Good Book Family Challenge
Tag Line: Family Challenge

Fonts:
- Interstate Black Compressed (Title Line)
- Interstate Thin Condensed (Secondary Title Line)

Colors:
- Pantone 158C (Orange)
- Pantone 7689C (Blue)
- Pantone 427C (Gray)

Background Options:
- Transparent/White
- Black
Lost in a Good Book
FAMILY CHALLENGE
Public Relations

There are many public relations strategies that can be implemented to make the Lost in a Good Book Family Challenge a success. We will focus our efforts on Word of Mouth Marketing, Social Media, and Elevator Speeches.

Word of Mouth Marketing

Word of Mouth Marketing is both the best and the worst way we can communicate the changes to our summer reading program. In order to make sure that we are sharing the information that is critical to the successful transition of the program, we will invite our regular families, key leaders, and library staff to an information session where they can learn all about the Lost in a Good Book Family Challenge and get their questions answered. By investing a little extra time in our core groups, we hope that they can share that this change is positive and exciting, and have a few answers for people that have questions. We will focus on the flexible, family elements of the program, as well as the way it links the library to the community.

Social Media

Our biggest tool to getting information out is social media. We can reach a lot of people quickly, and ask them to share information with their friends, family, and followers. Facebook shareable graphics, Instagram stories as we meet with community partners, and behind the scenes images of meetings, supplies, and the production process will help to get people excited. We can also use Facebook Live as a way to answer questions about the program, which will help us, in turn, create a website FAQ.

Elevator Speeches

Elevator Speeches will make or break Lost in a Good Book. While they may not often take place in an elevator, making sure the staff and key leaders are prepared with short, concise answers to questions that may come up is crucial. The following list is designed to help ensure that everyone is sharing the same information.

Q: What’s wrong with summer reading? Why do we have to change?
A: There is nothing wrong with a traditional summer reading program. In fact, we have had great success in the past. But, we feel like it’s time to do something new that will help more families participate. We know people are busy in the summer, and we want to help create a program that works on their time frame.

Q: What is this costing the Library?
A: Because we are using the funds already provided the Friends of the Monroe County Public Library for summer reading, this new program won’t actually cost you anything! You won’t see your taxes go up, and there won’t suddenly be extra fines or fees you have to pay to participate.

Q: My family travels a lot in the summer. Can we still participate?
A: Yes! The beauty of this challenge is that you have almost three months to meet the goals.
Some are designed to help you get to know the local area better, but some also have a special “challenge on the go” option that lets you do something similar wherever you are. And, with the online portal at mcpl.info/lostchallenge you can stay up to date on announcements and surprise additional challenges no matter where you are.

Q: *What if my family doesn’t want to participate?*
A: We know that not everyone has a family that can or wants to be a part of this kind of challenge. But, we want everyone who wants to participate to have fun with us this summer. When you sign up, just check the “looking for a summer family” box and we’ll pair you with other people/families.

Q: *What are the prizes?*
A: We can’t tell you what everything is, but trust us, you won’t want to miss any of them! They range from free food to free books to even bigger things like eReaders and more. Prizes will be revealed on the challenge website throughout the summer.

In addition to the above Elevator Speeches, we will turn the FAQ’s collected during the Facebook Live event into speeches if necessary.

**Publicity, Advertising, and Advocacy**

**Publicity**

One of the best parts of starting a brand-new program like Lost in a Good Book is that the library gets to create everything from scratch. And, because there is so much to communicate, we are planning on investing a large portion of our funds into printing and advertising. Some of the publicity items we will create include:

- Shareable Graphics for Social Media (See Appendix A)
- Bookmarks (See Appendix A)
- Posters (See Appendix A)
- Stickers
- Voki Video for Website
- Customizable Comics
- Info Brochures
- Bulletin Board/Library Display
- Think Library Feature
- Letters to the Editor/Newspaper Article (See Appendix A)
- Press Release/Media Advisory

**Advertising**

Due to the fact that Lost in a Good Book is a brand-new program for the library, we will spend some advertising dollars to get the word out. Advertising can be a great way of reaching people who aren’t already regular users of the library. We have included funds in the budget for a
newspaper ad, Facebook boosted posts, and two-three radio spots. CATS (Community Access Public Television), which operates out of the MCPL, will provide free commercials on Public Access TV, as well as help with radio spots and community calendar announcements. They will also feature the Lost in a Good Book Challenge at the end of the weekly book talks.

Other free advertising will be done in conjunction with printed materials that can be left at the local Boys and Girls Clubs, coffee shops, doctor’s office, and community centers.

While we will not charge a fee for an organization to be included in the Lost in a Good Book challenge, we will offer them the opportunity to support the program financially by upgrading their standard text-only announcement to include their logo and additional information.

**Advocacy**

Two of the main goals of the MCPL are to “provide free, equitable, and convenient access to information and to support reading, 21st century literacy, and lifelong learning” (https://mcpl.info/about/about-library). Directly tied to those two goals is a broader advocacy plan that is designed to help the community better understand the role the library plays in day to day lives, and vice-versa.

Lost in a Good Book ties into the MCPL advocacy plan because we believe this program can and will create an even larger base of people who value and appreciate the library as more than just a place to find books. This program will create a “rallying cry” behind the idea that the public library is a community center of value.

Using the OCLC Advocacy Planning Worksheet as a guide, Lost in a Good Book will help answer the following questions:

**What do you want to change?**
We want to change the public perception that the library is separate from the rest of the community and only helpful to people who are readers.

**Who can create this change?**
Families who use the library make up a large percentage of our users, and an even larger percentage of the available population. We want more families to see the library as a place that truly is helpful for everyone.

**Who will they listen to?**
Families are more likely to listen to other people who have found value in the library. Those that work at the library can advocate all they want, but the excitement from a neighbor or friend about how the library can help them is definitely more powerful and valued.

**What does your audience need to hear?**
They need to hear that the library is a partner in the community, not just a repository for books. They need to hear how other community organizations partner with the library to make an
impact in the community. They also need to hear how supporting the library helps support other parts of the community.

Lost in a Good Book provides key talking points for people in their own communities. As families complete challenges and learn more about the community, our hope is that they share that information with people in their lives and that they are able to share why a program at the library has made their summer great.

**Internal Marketing**

The only way Lost in a Good Book will be a success is if the entire library staff, from Shelvers to the Director, understand the program and believe in what the library is trying to do. Unexcited and/or uneducated staff will kill the momentum for the program before it even begins. To ensure that the staff understand the Lost in a Good Book challenge, and understand why the library is spending so much time and energy on the program, it is important to make sure everyone is in the know and has a chance to get their questions answered.

**Staff Meetings**

Staff meetings will include information about Lost in a Good Book regularly, beginning at least six months before the program is rolled out to the public. Staff meetings are a time for information to be shared and for all staff members to have a chance to ask questions or share any concerns that the leadership team may not have thought about as they developed the program.

**Internal Communications**

All-staff emails and display locations will include a regularly updated FAQ about Lost in a Good Book, as well as surveys and contests to get staff excited. Internal communication channels will also include links to the online portion of the challenge in order to train staff on the technology that will be used during the challenge.

**Department Communications**

Departments that will be more closely affected (like the children’s department) will have a special staff training time to learn about the challenge, walk through the different steps, and even explain it to others so they know they can talk intelligently about what Lost in a Good Book is and is designed to do.

**Preview Night**

Before the challenge is launched to the public, there will be a staff and family preview night where they can see all the branding, pick up challenge materials, and even win prizes for completing special challenges designed to make sure the staff is prepared to answer questions enthusiastically about Lost in a Good Book.
Evaluation

The only way to know whether or not Lost in a Good Book is a successful program is to have it evaluated by library staff, community partners, and actual participants. There are standard ways of evaluating how it was received based on participants and challenges completed, guides picked up, and attendees at events, but a truer evaluation is done in the form of a survey. Below are two sample surveys; one for staff and one for Lost in a Good Book participants.

Library Staff Survey

1. On a scale of 1-10 (one being the lowest), how prepared did you feel to explain Lost in a Good Book to someone who asked about it?
2. On average, how many questions about Lost in a Good Book did you answer in a week?
3. Did you feel comfortable answering challenge questions?
4. Did you feel comfortable with the technology component of the challenge?
5. What were some of your best and worst patron interactions about Lost in a Good Book?
6. Do you think Lost in a Good Book is a good alternative to traditional summer reading?
7. Would you recommend Lost in a Good Book to other libraries?
8. How successful was Lost in a Good Book in partnering with the community?
9. What is one thing you loved about Lost in a Good Book?
10. What is one thing you would change?

Lost in a Good Book Challenger Survey

1. How many challenges did you complete for Lost in a Good Book?
2. Did you participate as a family?
3. Did you feel comfortable answering challenge questions?
4. Did you feel comfortable with the technology component of the challenge?
5. Do you think Lost in a Good Book is a good alternative to traditional summer reading?
6. Would you recommend Lost in a Good Book to your friends next year?
7. How successful was Lost in a Good Book in partnering with the community?
8. Did you learn about a new community partner during Lost in a Good Book? If so, which one?
9. What is one thing you loved about Lost in a Good Book?
10. What is one thing you would change?

Answers from the surveys will be used to debrief after the challenge and decide what needs to be changed for coming years, as well as whether or not it was a good use of library time and resources.

Reflection

One of the key components to Lost in a Good Book is the desire for the library to be seen as a part of the bigger community as a whole. Because we want to be good community and global citizens, Lost in a Good Book is a way to teach about our community, the library, and how we can all work together to make a better Monroe County.
This marketing plan is designed, like Lost in a Good Book, to be forward-thinking and boundary pushing. The goal is to get people out of the library and into the community, while still learning about and appreciating what makes the library so great. Lost in a Good Book will use all the parts of the library, from the children’s books to the digital makerspace to the Indiana Room, to celebrate what makes our community so unique.

As innovators and agents of change, we will spend money on the things that matter, like professional pieces and digital components, instead of focusing so much on the small, disposable prizes often given out with summer reading challenges. We will leverage the desire for families to do more together by creating a program where everyone has something to do and something to say, and the marketing will reflect that same diversity. We will reach out to the moms and dads, the single parent families, the non-traditional families, and even those who don’t have a family, to ensure that their lives are reflected not just on the pages of the books the library purchases, but in the programs we create.

Lost in a Good Book is the first step in a more strategic initiative that focuses on multi-generational programming, learning, and sharing of knowledge. Whereas so many programs focus on a specific segment of our population, we want to make sure that everyone who sees or hears about Lost in a Good Book understands that it truly is an-all library program for everyone in our community.

The goal with this marketing initiative is to create prepared library staff, excited Lost in a Good Book participants, and new library advocates who truly understand the unique place the library holds in the community.
Appendix A:

Social Media Shareable Graphics
Bookmarks

Lost in a Good Book
COMING SUMMER 2018
MCPL.INFO/SUMMERCHALLENGE

Lost in a Good Book
COMING SUMMER 2018
THE FAMILY THAT PLAYS TOGETHER WINS TOGETHER

Lost in a Good Book
COMING SUMMER 2018
SUMMER READING WILL NEVER BE THE SAME.

Bookmarks will be changed out with different families and sayings and distributed at events regularly. They will also be taken to schools to hand out before school is over. The back of the bookmark will contain the website info, as well as this description of Lost in a Good Book:

Are you ready for a summer unlike any other? Join the adventure at Monroe County Public Library and get Lost in a Good Book. This summer challenge for the whole family will be fun, exciting, and memorable. Sign up today!
it’s almost time to get

Lost in a Good Book

JOIN THE CHALLENGE

MCPL.INFO/SUMMERCHALLENGE
When the gray is too light on posters to see well, black may be substituted. The first poster is once the program has been rolled out. The second is a teaser image.
Summer is almost here, and for many people that means the beginning of the Monroe County Public Library summer reading program. However, if you go to sign your kids up for summer reading this year, you may notice things are a little different this time around. Instead of a traditional summer reading program, MCPL is launching Lost in a Good Book, an interactive, community-driven initiative for the whole family.

Lost in a Good Book will get you and your family out of the house, off all your devices, and into the community like no other library program before. This challenge is designed to be done together, and, even though there are tech and book components, they are not the only parts of the challenge. If you’ve never done summer reading before, this program will be fun, exciting, and something totally unlike what you’ve experienced at the library. If you are a summer reading veteran, this program will spice up your summer, we promise.

Just the facts:

Name: Lost in a Good Book Family Challenge
Where: All MCPL branches
When: May-August
Cost: Free

Sign up or get more information at mcpl.info/summerchallenge
Works Cited:


“Monroe County Public Library, Indiana.” Monroe County Public Library, Indiana - Mcpl.info, Board of Trustees https://mcpl.info/library-trustees/board-trustees


OCLC Advocacy Planning Worksheet: https://iu.app.box.com/s/0zcfd5o1wu90qi8jkqus