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Poseyville Carnegie Public Library
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Executive Summary

Library Overview

The Poseyville Carnegie Public Library was built in 1905 on property donated by Leroy Williams. Andrew Carnegie donated $5,000 for the building of the library and an additional $500 for library furniture. Poseyville was the smallest community to receive a Carnegie grant and the town has great pride in that fact.

In 2000, the library added a new circulation area and children’s area onto the back of the original building. As of the 2010 census, the library serves 4,727 people but due to reciprocal borrowing agreements with other libraries PCPL has a wider base of support (ISL, 2012). Currently the library has 1,172 cardholders (PCPL, 2012). The number of cardholders and attendance statistics has grown significantly over the past two years, but the library strives to reach even more of the community it serves.

The library has a seven member Board that is appointed by the Posey County Council, Posey County Commissioners, and the Metropolitan School District of North Posey County. The library currently employs a Director, four part-time circulation clerks, one substitute circulation clerk, and a contracted bookkeeper. The budget for 2012 is $151,248 (PCPL). The library has a newly forming Friends of the Library Group which hopes to be able to provide additional support to the library in time.

PCPL endeavors to be seen as a forward-thinking and innovative part of the community. The Library Director and Board work to provide patrons and residents with the newest technology, quality programs, and the best selection of materials. While the library has seen advancements and growth recently, we continue to plan for the future and we adapt our goals based on advancements in technology and the library world at large.

Values

PCPL holds the needs and interests of our patrons in high regard. We strive to provide equal access to materials, technology, and information. PCPL works to respond to patron requests for collection materials, program ideas, and innovative technology. We value our patrons and we make every effort to focus on them as we realize that the library is a customer-driven entity. The library has been at the heart of the community for over 100 years. We endeavor to improve upon the already rich history of the library by respecting the past while moving into the future of library service.
Mission Statement

The mission of the Poseyville Carnegie Public Library (PCPL) is to inspire lifelong learning by providing free and easy access to information, technology, and programs that enrich, educate, and empower the community.

TAG @ PCPL

Building upon the library’s values and mission statement, PCPL is starting a Teen Advisory Group (TAG) which will meet monthly with the Director to plan programs, discuss young adult materials, and help with designing a new teen space at the library. The marketing campaign for TAG @ PCPL fits the library’s missions to “enrich, educate, and empower” by giving young adults a voice at the library. TAG @ PCPL will target students ages 12-18 in an effort to provide better service and services for the youth of our area. This new library service has come about due to analysis of PCPL statistics, studies of similar programs, market research, and the realization that our library is not meeting the needs of young adults. This marketing plan details how and why PCPL is creating this service and how we plan to promote it.
Theoretical Foundation

Creating a Facebook page for TAG @ PCPL is one of the first and most important steps in creating this new library service. Laura Horn (2011), Teen Librarian Intern at Farmington Public Libraries, says that librarians should always be “open to adopting innovative ways to bring the library and all that it has to offer to those teens” (p. 25). She says that “if teens don’t use your library teen space then posting fliers for upcoming events there would be counterproductive” (2011, p. 25). Horn (2011) advocates for creating a solid base for teen marketing, whether it’s a blog, Facebook page, or web site (p.25). Whatever the foundation is the content needs to be updated regularly or teens will not use the site (Horn, 2011, p. 25). “Teens post updates constantly” so they are used to having constantly changing information on sites they frequent (Horn, 2011, p. 25). By creating a TAG @ PCPL site that is updated frequently the library will stay on the radar of teens who like the page. It will be a place where conversations happen and teens are engaged with the group and the library.

When Christine Dalgetty (2005) formed a teen advisory board she quickly found that food was an important part of planning teen programs (p. 26). “If you want teenagers to spend more than 30 minutes in one place you have to provide some sort of snack!” (Dalgetty, 2005, p. 26). By providing food at TAG @ PCPL meetings as an incentive we will be able to entice some young adults that may not normally come. Dalgetty (2005) also found that having “vehicles of communication especially for teens” was “essential to success” (p. 26). The TAG @ PCPL Facebook page will be only for teens, and any adults who “Like” the page will be removed. “While getting young people into your library is the basic goal, the kind of reception they get once they get there is just as important” (Dalgetty, 2005, p. 26). For this reason, part of TAG @ PCPL’s marketing plan includes library staff training. Teens that are new to the library will be treated as equals by the staff since part of the purpose for creating TAG @ PCPL is to empower young adults and help them know that their ideas are important and valued.

While the library will be focused on making teens who visit the library aware of the new teen advisory group, it will be very important to attract new teen users to the library as well. For this reason, the library staff and Director will post print materials in more places than just the library. The Director will also visit local classes to discuss TAG @ PCPL. Erin Smith (2003) said that librarians should partner with school districts, teachers, and media specialists when promoting teen activities (p. 57). Smith (2003) also says that print promotional materials “should be placed in the community’s teen hangouts and in other youth-orientated community facilities” (p. 57). Smith’s (2003) article touched on the importance of “involving teens in the process of creating a teen
area” (p. 58). TAG @ PCPL will focus on the planning of a teen space renovation or addition to the library. Smith (2003) said that teen input in the process “is both helpful and important” (p. 58) so that a space can be designed that young adults “approve of and will want to hang out in” (p. 59).
Market Audit and Research

Analysis

According to PCPL 2012 statistics, Poseyville Carnegie Public Library circulates an average of 2,100 materials per month. Of those 2,100 materials about 520 are children/young adult materials, showing that 25% of all materials circulated are children/young adult materials. These statistics show that PCPL is circulating materials geared to children and young adults. However, when the young adult statistics are pulled from the total for both children/young adults the Young Adult (YA) circulation equals only 8% of total library circulations.

According to 2010 census figures there are 1264 possible patrons ages 19 and under. PCPL currently has 251 cards issued to patrons who are under 18. Those 251 cardholders under 19 make up less than 20% of total cardholders. Of the 251, only 93 are between the ages of 12-18, showing that less than 10% of all PCPL cardholders are young adults.

The library offers young adult programs each month and new YA materials are on the shelves each week. Despite the library’s current efforts PCPL is not attracting teens.

Environmental Scan

Political/Legal Factors – The library budget is based on taxpayer dollars primarily. The county government must review and accept the library’s budget each year. The library Director and Board make every attempt to stay within the state’s set growth quotient when creating annual budgets so as to not increase local taxes. Currently, funding for PCPL is steady and has not been decreased or cut in any way.

Economic Factors – While funding for the library has remained steady, the library has seen an increase in usage due to economic downfalls for individuals and families. We have a high number of patrons who use the public computers to search for jobs and/or fill out unemployment claims each week. The library circulation and attendance statistics show that people are using the library as a source of family entertainment by checking out more DVDs and attending more family-based library programs. Providing quality services with no cost to the public is a main goal for PCPL.

Social Factors – For the most part the library’s demographics have remained the same. We have seen some increase in family attendance at programs, but overall the same people visit the library. PCPL would like to see an increase in the number of young adults that visit the library. We have recently seen a slight increase due to some new YA programming, but we strive to reach even more teenagers locally.
Technological Factors – The library currently offers wifi service and has 11 public computers. Of the 11 public computers, 4 are designated for children/young adults. The library has a website that is used sporadically. All members of library staff have email accounts, and there is a designated library email account that the public is invited to use. PCPL has an online presence on Facebook, Twitter, and Pinterest. Over the past year we have seen an increase in the usage of our online services, and many patrons engage in conversations with the library using our online services.

SWOT Analysis

Strengths – The library excels in creating new programs to serve children and families. Increased program attendance has shown that the community enjoys the strides we have taken in providing services for that segment of our patrons.

Weaknesses – The library has very low attendance and circulation for young adult programs and materials. Youth ages 13-18 are not frequenting the library. It seems that when local youth reach about 7th or 8th grade their participation and attendance at the library drops dramatically.

Opportunities – Teens in the area do not have many chances for socialization nearby. Other than school or church groups there are not many young adult programs happening in the town of Poseyville. The library could capitalize on this by truly listening and providing programs and services that teens want and will use.

Threats – Since the library is in somewhat close proximity to the large metropolitan area of Evansville, many potential library patrons do not see PCPL as a place that has much to offer. Residents will frequently drive to Evansville for entertainment and/or socialization.

Original Data

Original data will be gathered by attending local jr. high and high school classes to discuss the idea of a Teen Advisory Group with local students. Questions will be asked of the students such as:

1. Do you feel the public library caters to your wants/needs?
2. Do you feel the library offers programs and services that are of interest to you?
3. Would you enjoy the opportunity to have a say in program ideas, materials selections, and/or design of library spaces?
4. Would you be willing to join a group of students your age in discussions with the library director?
5. What would make you more willing to attend a group for students your age?
6. What kind of promotions for this group would you respond to? (Email invitations, posters/flyers, announcement at school, Facebook/Twitter post, etc)


**Market Segmentation**

Studying teen library usage and information-seeking behaviors helps to serve as a basis for understanding young adult needs. To delve further into what teens want, research must also include teen opinions on the current state of libraries. A 2005 study by Denise E. Agosto and Sandra Hughes-Hassell found that teens have negative perceptions of libraries (Agosto & Hughes-Hassell, 2005, p. 162). Heather Fisher’s 2003 survey of Australian teen library users expounded on the negative perceptions teens have about public libraries by including specific areas that the participants felt needed work (p. 10-12). Fisher’s (2003) work points to teen opinions as to how the library is “an old person’s place/it has a dark feel” and that the “library environment is dull” and needs “more places that are good for teenagers” (p. 12). Teens in the survey also pointed out that the library “needs to do more advertising” (Fisher, 2003, p. 12).

The target age group for TAG @ PCPL is 12-18. That age range covers junior high and high school students. The surveys above show that while young adults have negative opinions about libraries, they are willing to voice their opinions. Teenagers want to have a say in how public libraries are designed, what materials are provided, and what types of activities are planned.
**Service Identification**

Forming a Teen Advisory Group, or TAG, at the library would allow teens to join in a discussion about the library and how it serves them. The TAG would be a new library service that would benefit the young adult portion of our community by allowing them to be a part of the library’s decision-making process. It would involve the teens and show them they are a valued part of the population.

In addition to helping the teens feel connected to the library, TAG would result in a better library experience for all teens in the area. Whether or not a young adult was a member of TAG would not matter as the Teen Advisory Group would be changing library services to fill the needs of all teens.

Following Ansoff’s matrix, TAG would be a Service Development (Lamb, 2012). The market segment that is targeted, teens, is already in existence but numbers are low. The new library service of a Teen Advisory Group would be developed just for teens and targeted at only those ages 12-18. TAG would be market research for future library services and programs.
Mission, Goals, Objectives, Actions, and Budget

Mission Statement

The mission of the Poseyville Carnegie Public Library (PCPL) is to inspire lifelong learning by providing free and easy access to information, technology, and programs that enrich, educate, and empower the community.

Goals & Objectives

Goal 1: Create a Teen Advisory Group

- Objective 1: Form a base group of at least 10 young adults to meet monthly with Library Director
- Objective 2: Inspire young adults to speak up with their opinions and ideas

Goal 2: Create programs that are of interest to teens

- Objective 1: Based on TAG discussions initiate new YA programming
- Objective 2: Increase YA program attendance for the year by at least 50%

Goal 3: Have a YA section that offers quality materials teens want and can use

- Objective 1: Use TAG feedback to evaluate the current YA materials
- Objective 2: Increase YA circulation statistics by at least 50% by adding materials teens want and need

Goal 4: Design a new YA space in the library

- Objective 1: Let TAG help to create and design a functional and attractive physical space for young adults
- Objective 2: Increase overall YA attendance at the library on a daily basis by at least 25%

Roles & Responsibilities

Director

- Create marketing plan/promotional materials
- Create/Update Facebook page (Facebook page may have teens assigned as administrators over time)
- Visit schools to promote TAG @ PCPL
- Facilitate monthly TAG meetings
• Create monthly calendars
• Carry out TAG suggestions as quickly as possible so as to show that TAG makes a difference
• Evaluate TAG program

Circulation Staff

• Set up school visits based on Director’s schedule
• Do internal marketing
• Help as needed with any promotional materials
• Purchase food/drinks for meetings
• Support the efforts of TAG and welcome any new teens into the library
• Assist with the evaluation of TAG
• Any other assignments as directed

Actions & Timeline

November 2012

• Create marketing campaign
• Design promotional materials

December 2012

• Contact jr. high and high school teachers about speaking in classes
• Begin internal marketing
• Create TAG @ PCPL Facebook page

January 2013

• Visit schools
• Submit press kit to local papers/radio stations
• Promote TAG @ PCPL through promo materials
• Keep Facebook page updated
• Put first meeting on the February 2013 calendar

February 2013

• Continue promotions
• Update Facebook page
• Purchase snacks and drinks for first meeting
• Hold first TAG @ PCPL discussion meeting
March – June 2013

- Hold monthly TAG @ PCPL meetings
- Based on participation, consider/purchase TAG @ PCPL shirts
- Post regular updates on Facebook and any other online presence
- Do promotions as necessary
- Take actions based on TAG discussions
- Keep meetings on program calendar

July 2013

- Evaluate TAG @ PCPL
- Continue meetings

Budget

The initial budget to start TAG @ PCPL would be relatively small. The printing of promotional materials would be covered by the regular library budget for office supplies (ink, paper, etc). Food/drinks for monthly meetings would be factored into the monthly expenditures for programs based on how many teens attended the meetings.

Local papers will allow the library to advertise TAG at no cost, and the director hopes that local radio stations will follow suit and not charge for advertising. If Director cannot secure free advertising on the radio stations she will attempt to do “call ins” to local radio shows to promote TAG. Paid Facebook promotional ads will also be utilized with a monthly limit of $50.

If TAG @ PCPL found a solid base of young adults that attend meetings, Director will look at buying t-shirts for members. Cost to provide t-shirts would depend on how many young adults were involved in TAG. If possible, Director would ask the Library Board to use the money from the spring book sale to fund the TAG shirts. If the Poseyville Carnegie Public Library Friends Group (PCPLF) is incorporated, Director will approach PCPLF about purchasing the shirts for TAG.
Communication: The Marketing Mix

Promotion

Promotion for TAG @ PCPL will be done in several ways. Face-to-face marketing, social media promotions, a print campaign, radio/newspaper advertising, and WOMM marketing will all be used. Descriptions of the different types of promotions being utilized are listed later in this section.

The message for the campaign will be focused on making teens aware that the library wants to take their opinions and ideas into account when planning. All types of marketing will use the brand and message for TAG @ PCPL.

Food and drinks will be served at the first meeting as an incentive to attend.

Message

The central message of the marketing campaign is that young adults will have a say in decisions at the library. To promote this message the library will be focused on following the AIDA model for communication.

- Awareness: WOMM and in-person visits to local schools will help to make teens aware of the new library service. The TAG @ PCPL Facebook page will also be useful to help make teens aware of what TAG will be doing. Print promotions will focus on key TAG concepts and getting young adults to the Facebook page.
- Interest and Desire: When visiting local schools the Library Director will engage in conversations with young adults about what additional types of marketing could be used to garner interest. The director will also trigger interest by discussing with teens how the discussions at TAG meetings will be turned into actions. Knowing that teen ideas will be put into practice will prompt desire to attend the meetings.
- Action: Food and drinks will be served at TAG meetings as an added incentive for attendance. An additional incentive will be the opportunity to create change at the library.

Branding

The brand for TAG @ PCPL is the name of the group along with the tagline “Where you’re it”.

The colors associated with the group are a black background with text that is blue and green. The colors will be seen in many promotional materials and in images on the Facebook page. The “@” symbol will be used whenever possible. There may instances
when using the symbol will not be possible, such as naming the Facebook page. In those instances “TAG” and “PCPL” will be capitalized and “at” will be in lower case.

The initial logo will be a word cloud using the name, tagline, and words associated with TAG. As the group grows a new logo will be created by the group.

Public Relations

WOMM (word of mouth marketing) will be one of the most heavily used ways to engage with teens. Library staff will market the new group to the young adults that already visit the library. Library Director will visit schools in the area to discuss the group with as many teens as possible. The discussions that will happen in classrooms will inspire teens to get involved, and will show that the library director is easy to talk with and approach. Buttons with the TAG @ PCPL word cloud (Appendix A) will be made for all staff to wear. Additional buttons will be available for young adults who are interested in spreading the word.

Media outlets such as radio stations and newspapers will be contacted to help with public relations. A press kit will be sent to local newspapers and radio stations for them to use for promotion of TAG @ PCPL. The library director will also try and do radio spots with popular radio stations at peak teen listening times.

Social media, Facebook and Twitter, will be used in-depth with the goal of engaging young adults even before the first meeting of TAG @ PCPL. The Facebook page for TAG @ PCPL has been created and is ready for use. It can be found at www.facebook.com/TAGatPCPL. Even before the director visits at local schools, teens can “Like” the Facebook page and start interacting with each other and the library director. Status updates will be posted about what TAG is, when the director will be at schools, and asking teens their ideas.

Publicity

Two-sided bookmarks (Appendix B) will be used to promote the first meeting of TAG. On one side of the bookmark is the TAG @ PCPL word cloud. The second side is a word cloud with information about the first meeting. Bookmarks will be available at the library and will also be handed out at every classroom visit.

Posters (Appendix C) will be posted around the community, at the library, and in schools. The posters show a fake email on an iPhone that discusses TAG. Information about the first meeting is included in the email. A QR code is also available on the poster which will open the TAG @ PCPL Facebook page.
Website banners (Appendix D) of both the TAG @ PCPL word cloud and the first meeting word cloud will be placed on multiple online sites including the library website, Facebook page, and the TAG @ PCPL Facebook page.

Press kits will also be assembled for local newspapers and radio stations. The press kits will be sent in January. Hopefully the press kits will include some pictures of teenagers in the library. Photo permission slips (Appendix E) are being sent with teens as they register for December YA events.

**Advertising**

Advertising will be used in an effort to reach as many teens as possible. Newspaper advertising as well as spots on local radio stations will be done at no cost to the library. The library will not pay for newspaper or radio station advertising as the library does not feel this is the most effective use of the little amount of money available for advertising.

The use of Facebook advertising will be used to promote the TAG @ PCPL Facebook page. The cost for this will not be more than $50/month and will only be used in the months of January and February. The library is paying for Facebook ads due to the fact that ads can target a specific age group in a geographic location. This targeted form of advertising will be effective in reaching teens.

**Advocacy**

The formation of a teen advisory group at Poseyville Carnegie Public Library will teach teens that their voice should be heard in the community. As young adults realize that their opinions and ideas have power, the teens involved with TAG @ PCPL will become advocates for the library among their peers and in the community.

TAG @ PCPL will create lasting bonds between teens and the library. This relationship will turn into one that fosters adults who continue to advocate for libraries.
**Internal Marketing**

Circulation staff will be integral to the success and promotion of TAG @ PCPL. Director will hold a staff meeting with all circulation clerks and go over the marketing plan and the ideas behind TAG. The director will answer all questions that the staff has as to what their roles are in the promotion and application of TAG at the library.

Since the staff’s main goal will be internal marketing the director will make sure that the staff feels comfortable discussing the program, its benefits, and its purpose. Practice Q&A sessions will be done with staff to achieve this goal. When the director feels that everyone is knowledgeable about TAG, staff will begin speaking to patrons on a day-to-day basis about the program. Any staff that will be running YA programs during December/January will be asked to verbally promote TAG at the events.

Staff will know and promote the program verbally and with promotional materials. All library staff will have TAG @ PCPL buttons to be worn during promotion. Staff will take careful precaution to only promote the program to the target audience. Even if a clerk knows that a parent has a child of the appropriate age the clerk is not to promote to the parent. The goal of TAG is for teens to choose to come, not to be pressured by parents into joining.

All promotional materials will be available and familiar to the staff. Staff suggestions for further promotions are always welcome. If new promotions/marketing are put into place during initial phase staff will be kept aware.

Circulation clerks will keep Director updated on the interest level of teens that they speak to and of any questions or concerns that are brought up.
**Evaluation**

Evaluation of TAG @ PCPL will take place in July 2013. The library director will do the evaluation with the help of library staff. If the marketing campaign and TAG @ PCPL have been successful the evaluation will find that:

- 5 monthly meetings have been held with the library director and an average of at least 10 teens
- Programs have been initiated at the library that are the direct result of TAG suggestions
- Programs introduced due to TAG suggestions were attended by more than just members of TAG @ PCPL, resulting in increased program attendance statistics
- Circulation statistics for the YA materials has risen over the course of TAG @ PCPL
- Daily YA attendance statistics have increased due to TAG @ PCPL
- There is a plan to renovate and/or add onto the library to create a YA space. This plan will be made up of suggestions from TAG @ PCPL as to what would make for a functional and appealing physical space.
Reflection

My marketing plan and idea to create a Teen Advisory Group at Poseyville Carnegie Public Library reflects my goal to serve every area of our community equally and with respect. While other libraries have been using TAGs for several years, PCPL has never had one. In fact, never have the ideas and opinions of the youth in this area been listened to by library staff and administration when planning for library services, promotions, or spaces.

The creation of TAG @ PCPL would be a change in how we plan. No longer would one person or the Board be making every library decision. The creation of a Teen Advisory Group would show the community that as the Director I want input from the residents. A successful TAG would not only benefit the teen population, but the adult population as well. Adults may be more inspired to become a part of the Friends of the Library Group, to attend public Board meetings, or just to form an informal group that meets with me to assess library services for adults.

What makes this venture exciting and potentially extremely effective is that I am looking to grow the library physically, which will include a new teen space. TAG will provide me with the ideas of young adults to help with the planning of that new physical space. With the new YA space and TAG @ PCPL I think the library will see an increase in all YA statistics as well as be better providing for our patrons ages 12-18.

Success for TAG will not necessarily equal huge numbers of teens attending TAG discussions, although that would be great. Success will be measured in overall young adult usage of the library and attendance. If TAG creates new programs, helps design a space that is appealing to teens, and gives ideas on new materials that are of interest to all teenagers then the service will be one that has effectively changed how the library serves young adults and that will be the real measure of success.
References


APPENDIX B – TAG Two-Sided Bookmarks

Where you're it

First Meeting
February 20
4:00 pm

Join us
Wednesday
food
drinks
APPENDIX C – TAG @ PCPL Poster

Want more information about TAG @ PCPL? Scan this QR code to Like our Facebook page, www.facebook.com/TAGatPCPL

Poseyville Carnegie Public Library
APPENDIX D – Website Banners
APPENDIX E – Photo Permission Slip

Permission to Videotape and/or Photograph

I, ________________, am 18 years of age.

I, ________________, am the parent/legal guardian of ________________.

I understand that Poseyville Carnegie Public Library (PCPL) may photograph or videotape the events or activities in which I am (or my child is) participating. I give my permission for PCPL to use photographs or videotape of me (or my child) for the purpose of promoting PCPL and its services/programs. I understand that pictures or videos taken by PCPL staff may be distributed to local media.

I give my permission with the following understanding: No compensation of any kind will be paid to me (or my child) at this time or in the future for the use of my (or my child’s) likeness.

Permission is not required to take part in library events.

Signature: _______________________________ Date: ________________