Mad Science Mondays

A Marketing Campaign for Teens at South Whitley Community Public Library

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EXECUTIVE SUMMARY

LIBRARY OVERVIEW

Mrs. Moses Mayer, representing the Fine Arts Club, called together some local people on April 21, 1912 at her home to discuss the possibilities of starting a library in South Whitley, Indiana. Dr. M.W. Webster was elected president of a committee that was appointed to look into suitable housing for the proposed library. A book shower was scheduled for June 12, at which time one hundred volumes became library property. Miss Gladys Stump was elected librarian on May 19, 1913, and on June 2, 1913, the committee reported that the room above the newly located post office was available for $7.00 per month. This included heat and lighting and was ready for occupancy by August 20.

Since then, the library has moved on several occasions until it finally settled on its current location on Spring Street in 1968. The original building was renovated in 1970, with an expansion built in 2006-2007. The 2006-2007 expansion and renovation enlarged the Library by nearly fifty percent. The addition of an elevator made the lower level accessible to all. The Library presently has two large community meeting rooms with kitchen access, two restrooms, and a large local history/genealogy room on the lower level. The expansion on the main level provided room for a handicap accessible restroom, staff workroom, administration and book keeping offices, and an enlarged children’s room complete with a whimsical tree “growing” into the ceiling. More room allows for a separate young adult area and reference collection. A café is near the entrance where patrons may enjoy a drink while reading or using the Library’s high speed wireless internet access on their laptops. Several comfortable reading areas are located throughout the building and in front of the fireplace.

According to the 2010 census, South Whitley Community Public Library serves a community of 4,873, and has 1,863 cardholders. (ISL 2012). Attendance statistics have been gradually increasing, while the number of cardholders has stayed steady over the past two years. The library endeavors to reach more of the community through cardholders and attendance at programs.

The Library Board of Trustees is comprised of seven members of the community, elected by the Whitley County Commissioners and the Whitko School System. The library employs five full time employees: Director, Bookkeeper, Technical Services, Circulation Supervisor, and Youth Services
Librarian. The library also employs ten part time staff members. (SWCPL 2013) The operating budget in 2012 was $484,386. (ISL 2012)

The South Whitley Public Library, always a community treasure, is now able to provide even more services to the community it serves. The dedicated and friendly staff strives to offer the best possible customer service. As the signs at the edge of South Whitley say, “Visit our Library.” It really does have something for everyone.

VALUES

South Whitley Community Public Library strives to inform, empower, entertain, and inspire its patrons and the community of South Whitley. They do this through the books, magazines, audiobooks, movies, kits, technology, and programs offered at the library; as well as the library’s community involvement through school visits, sponsorship of the fall festival, and other various activities throughout the community. The library recently celebrated its 100th anniversary, and continues to look to the future in order to best serve the patrons and the community.

MISSION STATEMENT

The South Whitley Community Public Library encourages the love of reading and the joy of life-long learning. The Library provides recreational reading and information, family and early literacy materials and services, supplementary curriculum support for students and staff of the Whitko School District, and materials to support the personal growth and development of patrons. The Library’s mission extends beyond the district boundaries by providing access to the universe of information through interlibrary collaboration and efficient use of technology. Local individuals, organizations, and agencies use the Library facilities. The Library provides these resources and services in order to inform, empower, entertain, and inspire the community. The South Whitley Community Public Library is a vital community gathering place and is dedicated to making the library district a rewarding, attractive, and pleasant place in which to live, visit, and work.

MAD SCIENCE MONDAYS @ SWCPL

Based on the library’s mission statement and values, SWCPL is creating a science program for teens called Mad Science Mondays. The group will meet monthly to
perform science experiments and learn more about the world of science. This program fits the mission and vision of SWCPL to inform, empower, entertain, and inspire by giving young adults the opportunity to be inspired by science and have a chance to perform experiments for entertainment and information. Mad Science Mondays will target students in grades 6-12, or ages 12-18, in an effort to provide a program that is interesting and entertaining, while emphasizing STEM (science, technology, engineering, and math) skills.

THEORETICAL FOUNDATION

The marketing strategies utilized for this campaign is based on several sources pertaining to marketing and teens in the library.

“Attracting Young Adults to Public Libraries: Frances Henne/YALSA/VOYA Research Grant Results” Journal of Youth Services Winter 2002

Authors Bishop and Bauer identified the “characteristics of community programs responsive to the needs of young adults.” (37) The main characteristic that inspired the creation of this program was “regard young people as resources in planning and program development and involve them in meaningful roles.” These characteristics inspired the guidelines used in the creation of Mad Science Mondays.

“Metamorphosis or: How To Build a Teen Focus At Your Library in Five Easy Steps!” Access Spring 2005

Author Dalgetty won the OPLA’s Award for Leadership in Youth Services. “Involving young people in libraries makes sense not only for the libraries in terms of our future, but also for the young people themselves. We must involve them for their own good, providing opportunities for them to develop and thrive.” (26) Dalgetty also has excellent advice on training staff as youth advocates, emphasizing that staff need to make a welcoming environment for teens. Her ideas helped solidify the strategy for internal marketing.

“Online Marketing Strategies for Reaching Today’s Teens” Young Adult Library Services Winter 2011

Laura Peowski Horn is a Teen Librarian Intern in Connecticut. Her article discusses how to market to teens, and provides several suggestions that were implemented in the electronic marketing strategy. These include frequently
MARKET AUDIT AND RESEARCH

ANALYSIS

According to ISL 2012 statistics, South Whitley Community Public Library circulated 49,279 items in 2012. Of those materials, approximately 9,116 were young adult materials, or 18.5% of all materials circulated.

According to the 2010 census figures, there are 4,873 possible patrons of SWCPL. Of those, 1,715 are ages 19 and under. SWCPL has issued 534 cards issued to juveniles, or those under 18 years old. Those cardholders make up less than 29% of all total cardholders. Of the juvenile cardholders, only 20% are between the ages of 12 and 18, meaning that less than 6% of all SWCPL patrons are young adults.

The library has monthly programs for teens, a separate young adult section with YA books, and the Youth Services Librarian visits the middle and high schools. Unfortunately, these are not attracting teens to the library.

ENVIRONMENTAL SCAN

POLITICAL/LEGAL FACTORS

The library budget is based on taxpayer dollars. The annual budget must be reviewed and approved by the Whitley County government and the town of South Whitley. The library Director creates the annual budget, with the assistance of the library Board of Trustees. The Director and Board strive to remain within the budget, and work within the state’s growth quotient so they do not increase local taxes. Within the past few years, SWCPL has seen a minor decrease in funding due to local businesses closing, but hopes to see funding increasing in the future.

ECONOMIC FACTORS

Library funding has experienced a minor decrease due to a large manufacturer in South Whitley closing. However, the library has had a marked increase in usage because of the economic situation in the town. The public computers are in constant demand by job seekers, those needing to fill out unemployment information, and those who had to give up their computer or internet due to
budget constraints. Statistics show that more patrons are using the library in place of purchasing items such as books or DVDs. Entertainment and information are two of SWCPL’s goals.

SOCIAL FACTORS

Overall, South Whitley Community Public Library’s demographics have had little change. There is a local paper that is published once a week, but most citizens go online to get their news and frequently use social media sites such as Facebook. There has been a small increase in attendance at family programs, but attendance by teens at Young Adult programs remains low.

TECHNOLOGICAL FACTORS

The library has 12 public computers, free Wi-Fi service, and 4 iPads. Of those, there are 2 iPads and 1 computer designated for children, and 2 iPads designated for teens. The library recently changed its website to a LibGuide, and updates it about once a month. The library also has a Facebook page that is updated sporadically. All library staff members have email accounts, and the library has a designated email address for the public to use with questions or suggestions.

SWOT ANALYSIS

STRENGTHS

The library offers a wide variety of programs for all ages, from preschool through seniors. New programs are often offered, created in part from community suggestions. This community involvement shows that the library is a valuable resource to its patrons.

WEAKNESSES

The library has poor participation from the 6th-12th grade range. YA books are circulating, but they are often checked out by adults who enjoy the genre, versus teens. Program attendance at teen programs is low, and teens are rarely in the library.

OPPORTUNITIES

Because the town of South Whitley is small, there are few opportunities for socialization or entertainment for teens. Other than church youth groups or school programs, there is little for teens to do in the community. The library can
use this to its advantage by offering an unusual program to teens that provides
entertainment and socialization opportunities.

**THREATS**

Because there is little to do in South Whitley, and up until a few months ago it
didn’t even have a grocery store, most people visit the larger cities nearby.
Because SWCPL is an Evergreen library, its patrons can use the Evergreen
libraries in the nearby cities when they are there shopping or socializing.

**ORIGINAL DATA**

Original data will be collected through discussion with the current teens
attending library programs, through a survey posted on the library’s Facebook
page, and through school visits to the middle school and high school to discuss
the creation of a science program at the library. The survey will include questions
such as:

1. How often do you visit the library?
   
   Daily  Weekly  Monthly  Yearly

2. Have you attended a teen library program? Yes or No
   
   If yes, which one(s)?

3. What day(s) would be best for a teen program to be offered at the library?
   
   Monday  Tuesday  Wednesday  Thursday  Friday

4. What time(s) would be best for a teen program to be offered at the library?
   
   4-5pm  5-6pm  6-7pm  7-8pm

5. What would make you interested in attending a teen library program?

6. How would you like to receive information about teen library programs?
   
   Email  Facebook  Posters  School Announcements  Facebook
MARKET SEGMENTATION

The target group for this marketing campaign is youth aged 12–18, or in grades 6th–12th. Teens have a marked decrease in usage of library services and attendance at library programs compared to children or adults. Teens view the library in an unfavorable light, and rarely use library services because of the stigma of being seen at the library, since the library is “an old person’s place.” (Fisher 12)

The South Whitley Community Public Library wants to remove the poor opinion of the library as held by teens. Teens want a place to go to socialize, explore, use free resources, and have something to do after school. The library, using its vision statement of inform, empower, entertain, and inspire, will create an afterschool library program for teens that will appeal to their needs and desires.

SERVICE IDENTIFICATION

The South Whitley Community Public Library will create a science program for teens in grades 6–12. This STEM-based program will give teens information about science and technology, hands-on science experiments, library resources about science, and provide a source of entertainment and socialization at the library for teens.

Mad Science Mondays will appeal to teens because it is an unusual offering for a library, and helps to dispel the myth that libraries are only for adults or old people, with nothing to offer teens.

Using Ansoff’s matrix, Mad Science Mondays would be a Service Development. The library currently has a targeted teen market segment, but teen attendance is low. Mad Science Mondays would be targeted only at teens, or those in 6th–12th grade. The success of this program will be used for market research for future library services and programs for teens.

MISSION, GOALS, OBJECTIVES, ACTIONS, AND BUDGET

MISSION STATEMENT

The South Whitley Community Public Library encourages the love of reading and the joy of life-long learning. The Library provides recreational reading and information, family and early literacy materials and services, supplementary
curriculum support for students and staff of the Whitko School District, and materials to support the personal growth and development of patrons. The Library's mission extends beyond the district boundaries by providing access to the universe of information through interlibrary collaboration and efficient use of technology. Local individuals, organizations, and agencies use the Library facilities. The Library provides these resources and services in order to inform, empower, entertain, and inspire the community. The South Whitley Community Public Library is a vital community gathering place and is dedicated to making the library district a rewarding, attractive, and pleasant place in which to live, visit, and work.

**GOALS & OBJECTIVES**

1: Create a science program for teens with at least 10 participants a month

2: Design publicity materials for the program, focusing on attractiveness and information

3: Distribute publicity materials through a variety of channels and formats

4: Increase circulation of YA materials, especially those about science

**ROLES & RESPONSIBILITIES**

Youth Services Librarian:

- Create marketing materials
- Update library’s Facebook page with information about Mad Science Mondays
- Visit schools to promote MSM
- Create monthly calendars
- Create monthly plan of activities for MSM
- Evaluate MSM program
- Assemble list of materials needed for monthly meetings

Circulation Staff:

- Work on internal marketing
- Provide assistance with promotional materials
- Welcome teens into the library and market new teen programs to teens

Business Administrator:
• Purchase monthly supplies for MSM

Director:
• Approve monthly purchases
• Assist with evaluation of MSM

**ACTIONS & TIMELINE**

**October 2014**
• Create marketing campaign
• Design marketing materials

**November 2014**
• Begin internal marketing
• Place “teaser” promotional updates on library’s Facebook page
• Contact local middle & high school about visiting classes

**December 2014**
• Visit local middle & high school
• Send press release to local paper
• Promote Mad Science Monday through publicity materials
• Update Facebook page with MSM information
• Purchase supplies for first session

**January – May 2015**
• Run monthly MSM sessions
• Update Facebook regularly
• Continue monthly marketing publicity
• Purchase necessary supplies for each session
• Continue updating program calendar

**June 2015**
• Evaluate Mad Science Mondays
BUDGET

Since the library has budget line items for Young Adult programming and Publicity, the budget for Mad Science Mondays will come from these line items. The local paper provides a small amount of space for the library at no charge. Updating the library’s website and Facebook page are free. Printing of promotional materials will come from the Publicity line item, with supplies for the program coming from the Young Adult programming line item.

COMMUNICATION: THE MARKETING MIX

PROMOTION

Promotion for Mad Science Mondays will be threefold: electronic, word of mouth, and printed publicity. Electronic advertising will be done through regular updates on the library’s Facebook page and on the teen section of the library’s website. Word of mouth advertising will be done through school visits, speaking with teens in the library, and through teen-teen interactions. Printed publicity materials such as posters will be displayed in the library, at the local schools, and at various community locations.

As an incentive, teens who attend at least 4 sessions will receive an official mad science apron and wig.

MESSAGE

Using the AIDA model for communication, the following illustrates the message of the marketing campaign:

**Awareness:** Teens must be made aware of Mad Science Mondays through a variety of publicity methods. Awareness will be through posters in-house, in the community, and in the schools; newspaper articles; the library’s website; the library’s Facebook page; school visits; and word of mouth and face to face marketing.

**Interest/Desire:** The target audience is teens in grades 6-12, or ages 12-18. As teens tend to get their information online or at school, promotion for the program will be in various electronic formats and through printed materials available at school. School visits by the Youth Services Librarian to publicize MSM will also increase interest and encourage teens to desire to attend.
**Action:** Teens who attend at least 4 sessions will receive an official mad science apron and mad scientist wig. All teens will also have the opportunity to perform various science experiment and create various materials, such as slime.

**BRANDING**

The logo uses the image of a mad scientist as the middle focal point. The scientist is outlined in heavy black line to distinguish it from the white background. The name of the program is Mad Science Mondays, which tells readers that on Mondays, mad science is occurring. The tagline is “You’d be MAD not to come!” which plays off the idea of a mad scientist and encourages readers to attend. The name is in red, because red automatically draws attention, and a blue for the tagline because blue is calming and tones down the red of the name. The font used is Jokerman, which is usually not used but fits the mad scientist theme by being crazy and unusual. Minimal text is used on the logo, in order to not overwhelm the viewer.

**PUBLIC RELATIONS**

Social media and online sources will be used heavily to market MSM and engage teens’ interest. The library’s Facebook page will post teasers and regular updates about MSM, as well as all other teen programs. Updates will be made a peak reading times for teens, such as immediately after school and in the evenings.

The local newspaper will be sent a press kit for promotion of MSM. A press kit will also be sent to high school’s student-run newspaper.

Word of mouth marketing, or face-to-face marketing, will be used by the Youth Services Librarian and library staff. The YS Librarian will visit the local middle school and high school, to meet with teens and inspire interest and excitement for MSM. If possible, the YS Librarian can also perform a short experiment with students to give them a taste of what to expect at MSM.
PUBLICITY

Bookmarks (Appendix A) and quarter-sheet sized flyers (Appendix B) will be handed out at the schools to promote Mad Science Mondays. These bookmarks and flyers will also be available at the Youth Librarian’s desk in the library to hand out to teens when they come into the library. The bookmarks feature the mad scientist logo on the front and information about the program on the back. The quarter-sheet flyers show a fake text message conversation talking about MSM and a QR code directing the viewer to the Teen page on the library’s website.

Posters (Appendix C) will be posted in the library, the middle school and high school, and in various places in the community. The posters feature the Mad Science Monday logo, along with information about the time and location of the program.

Mad Science Mondays website banners (Appendix D) will be displayed on the library’s homepage and teen page, as well as the library’s Facebook page. The banners feature the MSM logo and information about the time and location of the program.

Participants will be given photo permission slips (Appendix E) so that their pictures can be used in press releases for the newspaper and on the library’s Facebook page.

ADVERTISING

Mad Science Mondays is not sponsored by an outside organization. Instead, the library will be focusing on free advertising sources. The newspaper has offered free advertising space in the form of a feature article and inclusion on the calendar of events. Local community businesses have offered space on their windows or bulletin boards for posters, and the school has agreed to allow posters to be displayed in the hallways. Because of budget constraints, the library must employ low-cost methods of advertising and promotion.

ADVOCACY

South Whitley Community Public Library’s vision statement is inform, empower, entertain, inspire! This program continues the library’s vision by creating a program that is informative (teaching about science), empowering (showing
teens that everyone can be successful using science), entertaining (science experiments in the library), and inspiring (learning science can be fun).

INTERNAL MARKETING

Since circulation staff will be actively marketing the program to teens when they visit the library and answering questions about the program, time will be taken at the monthly staff meeting to educate the staff on the program and inspire excitement. If time allows, staff members will be able to complete a science experiment, to get a hands-on experience of what Mad Science Mondays will entail. The Youth Services librarian will answer any questions the staff might have, and make sure that the staff feel comfortable discussing the program and purpose. Promotional materials will be available at the circulation desks for the staff to hand out to teens. The staff will be made familiar with all promotional materials, in order to efficiently promote the program. Frequent questions and comments that the circulation staff receive will be brought to the attention of the Youth Services librarian so that she can update or edit information accordingly. Also, staff at any other teen programs will promote MSM.

EVALUATION

Evaluation of Mad Science Mondays will occur in June 2015. The Youth Services Librarian and Director, with input from the circulation staff, will perform the evaluation. The following will be met if the program was successful:

- 5 sessions have been held, with an average of 10 participants per month attending each session
- The number of library cards held by teens has increased from January 2015 to May 2015
- The number of teens visiting the library has increased from January 2015 to May 2015
- The YA collection, and especially the science collection, circulation has increased from January 2015 to May 2015

REFLECTION

South Whitley Community Public Library is a small town library located near several larger city libraries. In order to draw attention and recognition, the library must create new and innovative programs. For teens, there is little to do
in South Whitley outside of school or church activities. Educationally, STEM is the buzzword, but science classes don’t have time to perform the fun, silly experiments that interest teens in science and inspire them to explore science. Teens view the library as a place for adults, or a stuffy place where librarians shush them and they can’t have fun. This marketing campaign strives to challenge these commonly held beliefs by teens in order to increase teen attendance at programs, YA circulation, and teen library card holders.
REFERENCES


South Whitley Community Public Library – SWCPL. (2013). Library Information.
APPENDIX

APPENDIX A: BOOKMARK

Mad Science Mondays
You'd be MAD not to come!

Open to 6th-12th grade
1st Monday of every month @ 4pm
South Whitley Community Public Library
Science @ the Library!
Mad Science Mondays

A: Did you hear about Mad Science Mondays at South Whitley Public Library?

Mad Science Mondays? What's that?

It's science at the library! Only teens in 6th-12th grades are invited. They meet the 1st Monday of every month at the library. Want to come with me?

Scan me for more information!

South Whitley Community Public Library
South Whitley Community Public Library

Mad Science Mondays

You'd be MAD not to come!

Open to grades 6-12
1st Monday of each month @ 4pm
Open to 6th-12th grade
1st Monday of every month @ 4pm
Mad Science Mondays
You’d be MAD not to come!
South Whitley Community Public Library
Permission to Videotape and/or Photograph

I __________________________ am 18 years or older.

(Name, please print)

OR

I __________________________ am the parent or legal guardian

(Name, please print)

of __________________________.

(Name, age)

I understand the South Whitley Community Public Library may photograph or videotape the events or activity in which I am (or my child is) participating. I give my permission for the Library to use photographs or videotape of me (or my child) for the purpose of promoting the South Whitley Community Public Library and its services/programs. 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: ________________________________

Address: ________________________________

City, Zip: ________________________________

Phone: ________________________________