BOYS ADVENTURE
Society

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604-Final Project
# Table of Contents

- Executive Summary p.4  
- Our Library Community p.5  
- Theoretical Foundation p.6  
- The Comps p.7  
- Market Audit  
  - Research and Analysis p. 8-9  
- Environmental Scan  
  - PEST p. 10-11  
  - SWOT p. 12  
- Market Segmentation p. 13  
- Service Identification p. 14  
- Mission  
- Goals and Objectives p. 14  
- Actions p. 15-16  
- Roles p. 16-17  
- Timelines p. 18-19  
- Budget p. 19  
- Programs p. 20-22  
- Communication: The Marketing Mix p. 23  
  - Promotion p. 23  
  - Message p. 23-24  
  - Branding p. 24
APPENDIX

A. Boys Adventure Society Focus Group Questionnaire p. 30
B. Design Standards p. 31-32
C. Bookmarks p. 33
D. In House Timeline: Grossology Program p. 34-35
E. Grossology Flier p. 36
F. Cold Call p. 37
G. Boys Adventure Society Staff Evaluation p. 38-39
H. Boys Adventure Society Patron Evaluation Survey p. 40
EXECUTIVE SUMMARY

At Anio County Public Library, our mission is to aid the community and its pursuit of information by providing quality services to all ages, lifestyles and abilities. We seek to help our community discover, create and connect. We believe in supporting our youth culture and promoting a lifelong love of reading and an unending curiosity.

Creating programming that our community needs is vital to our mission at Anio County Public Library. In order to serve school aged boys, help promote their love of reading and help them have exciting, hands on experiences, we have developed the Boys Adventure Society. These new programs and Book Clubs are designed specifically for boys learning styles and feature active project oriented activities and plenty of physical play.

The organization and methodology of this marketing plan is designed to get boys excited about reading in a non-judgmental environment. We seek to provide experiences in a way that boys can get the most out of them. We wish to create and promote a love of reading and learning in our community.
Anio County Public Library is located in Griffin’s Beard, Colorado.

Established in 1911, we have served our community for 101 years and continue to provide service to the 35,129 people living in Anio County (according to the 2008 United States Census) with 7,032 of those people living in the town of Griffin’s Beard proper. We are a publicly funded institution drawing revenue from taxes, fines, donations from patrons and institutions, and grants. We have an elected Board of Trustees.

Our mission at Anio County Public Library is to help people discover, create and connect at our library. Anio County Public Library’s goal is to promote curiosity and the ambition to seek answers. We believe in early literacy and the encouragement of our youth population in order to nurture a lifelong love of reading. In order to serve a diverse clientele, we will quickly evolve to meet patron needs while keeping current with new information technologies and literary trends.
Boys are statistically behind in literacy when compared to girls. There is no singular reason.

“Girls outperform boys in elementary school, middle school, high school, and college. At present, 56 percent of college degrees go to women; 55 percent of graduate degrees go to women, and that trend is accelerating.” (Thompson, 2004).

The solutions are multifaceted and interconnected. The literature points to many contributors to the problems increasing boys literacy rates.

“Some researchers fall on the biological determinism side, believing that there’s something intrinsic in young males (all that surging testosterone?) that motivates them to action, not reading. Researchers on the social constructionist side find that the negative messages about masculinity and reading embedded in our culture are responsible for turning boys off to reading.” (Kinney, 2007).

Sullivan, who has devoted much of his career to understand the gap in literacy rates between boys and girls states:

“It's not that boys can't read, they just don't. Study after study reveals that boys read less than girls. And according to the U.S. Department of Education, school-age boys tend to read a grade and a half lower than girls.” (Sullivan, 2004).

He goes on to impassion those who can influence young male readers by professing:

“Now picture the ideal reading environment for boys—the public library’s story hour. Here, boys join their peers as well as some of the adults they love and respect—one of whom reads them an illustrated story. Boys are encouraged to get up and sing, and maybe even dance. Then it's time for a craft project that
reinforces the story-an activity that leans heavily on boys' natural desires to build, create, and use tools to solve problems. For a guy, reading doesn't get any better than that.” (Sullivan, 2004). Jon Scieszka, award winning author and literacy advocate has not only devoted his work to writing for boys but also encourage reading and reading programs through his Guys Read website. He says:

“I've been trying to get people to relax about all the testing stuff, which is doing terrible things to kids in schools across the country. I've seen kids who just think of reading as a school assignment. They think every book comes with a set of questions. Talk about sucking the joy out of any reading.” (Scieszka, 2008).

THE COMPS

LEGO LITERACY
This is a program either directed or free play that is offered by many libraries to increase attendance from boys and also have a space to create in. Spatial problem solving and architecture are highlighted, too. Oakland Library hosts one

http://www.oaklandlibrary.org/blogs/childrens-services/play-and-literacy. The program is for both genders and does not specifically target the elusive young male demographic.

GUYS READ
These programs are based off of Jon Scieszka’s website www.guysread.com. Hennepin County Library has a web site and pages with reader’s advisory from young men at

http://www.hclib.org/kids/guysread/. These events are only Book Clubs. However, their website is a good resource for book.
Another spin on the Guys Read idea is one from Alaska at http://www.literacycouncilofalaska.org/guysread.html. This program brings local men to 18 different schools twice a week into classrooms to read, promote and inspire boys to read. This direct mentoring is a great way to provide young males with positive male reading role models.

**Market Audit**

Our market audit allows us to really examine our strengths and weaknesses. In pursuit of transparency, every aspect of internal and external factors are considered, so that informed choices can be made to target the audience we wish to serve in a more compelling way.

**Research & Analysis**

Currently, we are serving as a county library. Our demographic is 90% White but we have growing Hispanic and Chin populations. Through continued outreach in these growing populations, we provide information for all people in our county. Anio County Public Library’s objective is to leave no patron unserved.

Our library takes seriously the job of providing the right materials and services at the right time for all of our patrons. Although marketing of the past has been discussed, lack of staff has made it impossible to carry out, effectively. We have a bright, new focus on marketing at Anio County Public Library, to better inform and advertise our many wares to our users. Our intention is to serve the population wherever their need.
may be. The children of Griffin's Beard and the surrounding county are our shining future. They are our greatest investment.

Although our Anio County Public Library (ACPL) community is thriving in many ways, this report and analysis seek to gather information about gender programming for school aged boys from kindergarten through fifth grade. A focused plan for this group is the best approach.

1. **Problem:** There are studies that show that libraries do not acquire materials boys like to read and do not support their interests through specific targeted gender programming for young boys.

2. **Hypothesis:** Lack of awareness and supportive programming has led to decline in circulation statistics and program attendance in this targeted group.

3. **Gather Data:** Design, distribute and collect focus group surveys on materials and what they would like to see in the collection and programming. (See Appendix A for Boys Focus Group Questionnaire).

4. **Synthesize Data:** Generate a graph to represent the findings.

5. **Draw Conclusions:** There is a need for gender programing and materials to nurture more reading and positive associations with the library in this male youth population.

6. **Action:** Tailor and create a marketing strategy to directly market programming, services and collection development to school aged boys.

**ENVIRONMENTAL SCAN**

The current external environment impacts the library in many ways. The political environment has an enormous effect on the library, how we
operate and with what funds we do so. Continued economic challenges in the Griffin’s Beard area keep us mindful of our budget and how to serve the community best. As the social landscape of the community changes, so do we mirror those changes. Lastly, the technological changes help us to continue to be early adapters and leaders in new computer literacies in our town.

**PEST**

Political and Economic Factors

Seated in picturesque Griffin’s Beard, Indiana, Anio County Public Library is affected by The Property Tax Cap voted into Indiana's Constitution in 2010. This singular political factor has had the biggest legislative and thus financial effect on Anio County Public Library. Local representatives from the Griffin’s Beard area were instrumental to getting this tax cap passed into law.

After the doors almost closed from years of careless spending and a lack of transparency, new director was hired, a financial plan was instituted and a marketing strategy began to reassure the public that ACPL would weather the storm. Staff and operating hours were cut. The community pitched in to save their beloved library. After many cuts and much sacrifice by those who remained at ACPL during this restructuring phase, a new, clear path was established.

The Griffin’s Beard community has continued its support through tough economic times through donations, partnerships, and community
involvement. Although there are several bookstores nearby, our circulations continue to grow.

Social Factors

Our community continues to age and the median value of homes in our town continues to decline. It is becoming harder and harder to attract new businesses. We focus on our commitment to serve this population’s ever changing needs. There is a growing Hispanic and Chin population.

Local printed and online news is gathered from The Griffin’s Beard Herald, the town’s only newspaper. There is a television news station in the next town that broadcasts local events, updates and news. There are local business owners that teach skills but there are few free or low cost opportunities for the younger persons of Griffin’s Beard.

Technological Factors

Our virtual library is not heavily used. Our youngest patrons rarely circulate e-materials. We have Facebook and Twitter feeds that allow us to stay in daily communication with our users. This has allowed us to create conversation and link people to resources in a way that once seemed limited. We update our Pinterest boards with crafts, literacy ideas and things we love. Our community continues to look for us for guidance.

Anio County Public Library is proud to serve Griffin’s Beard with free Wi-fi to patrons. There is a McDonalds, local sandwich shop and coffee bar in which residents can also get this service from. Service providers are limited to Comcast, AT&T and DishTV, in this area.
**SWOT**

**Strengths-**

Griffin’s Beard does not have an indoor space for children, outside of the library. The service community is small enough to afford some trial and error. This allows the children’s department to quickly implement plans and make adjustments for the male youth population, they wish to better serve.

**Weaknesses-**

As the community is smaller, it will be a challenge to schedule events that do not interfere with existing commitments. There are budgetary constraints, as well. Because the surrounding community has not put much emphasis on this group, there is lack of awareness of its potential and lack of specified funds.

**Opportunities-**

The lack of opportunities for this group makes ACPL the perfect place for community sponsorships. It is a chance for Griffin’s Beard to put an investment on their future through the careful planning and facilitation of their young males. Due to tough economic times, the Boys Adventure Society would provide a wholesome, exciting free program for the town and surrounding community.

**Threats-**

Funding could be a problem. With lack of awareness and resources, it could be problematic to makes gains toward supporting this population. The area has had trouble drawing new business and economy to the county and that could impact taxes and funds that support the library.
Market Segmentation

Demographics
- Age: 5-12 years old
- Gender: Male
- Primary School
- Low to medium Income

Geographical
- Residents of Anio County as well as Griffin’s Beard locals

Behavioral
- Library Usage level: boys who have low to no library usage
- Program Usage level: boys who have low to no program attendance

Psychographic
- Low to high reading ability
- Low to moderate reading interests
- Hobbyists
- Enthusiast of learning new skills and abilities
**Service Identification**

Boys need a place to play and learn. Anio County Public Library is just the place to facilitate this need. Our young, male patrons need programs and book clubs with hands on projects. The boys in our community need experiential programs with lots of doing and less sitting. With the advent of Boys Adventure Society, ACPL will be able to deliver the kind of programs that get boys excited about their library and reading. With programming solely geared toward boys, ACPL will have an opportunity to provide transformational experiences. In the broadest context, we hope to improve literacy rates in boys in our county. According to Ansoff's matrix, this marketing strategy would fit in the Service Development segment. (Lamb, 2013). The BCG matrix is a tougher fit for this project. This new service can be developed and targeted to new and existing market segments for Anio County Public Library patrons.

**Mission**

In conjunction with our library’s mission statement, our mission for this marketing campaign is thus: Discover your love for books. Create a new world at ACPL. Connect with experiences.

**Goals and Objectives**

The Boys Adventure Society library campaign is to get boys interested in reading through gender programming at Anio County Library. As the data suggests, this group is at risk. Anio County Public Library is in a position to greatly influence this group by creating learning rich environments tailored to young boys through programs and book clubs based on their tastes and preferences.
All Boys Adventure Society programming and book clubs will be designed to meet this gender’s needs. By using the PBS documentary Raising Cain’s (2006) website as a guide, our programs will provide boys with quality experiences that they can relate to and allow for positive encounters.

- **“Let them play.”** By blowing off some physical steam and allowing boys to be in motion the program will facilitate their best learning style.
- **“Create learning activities where boys use their bodies.”** Connecting physical actions with learning engages boys and helps them learn with hands on activities.
- **“Let boys read (and listen to) books that appeal to their interests.”** Give boys choices. Let them read what they love. Know your audience and build programs around the books and materials they like.
- **“Read aloud to boys and have them read aloud to you.”** Having intentional practice of reading is vital. Reading aloud stops too early and helps the reader to practice intonation and delivery and facilitates consistency and fluency.
- **“Allow boys to write about what interests them instead of what interests you.”** Keep boys interested by letting them write about what they are passionate about, not what someone else is interested in.
- **“Allow discussion of topics boys may want to talk about (but teachers and girls may not).”** Nurture conversations and subjects that are important to them. Let boys direct the conversation.
- **“Allow boys to express humor in appropriate ways and at appropriate times.”** Choose titles that have humorous aspects or appeal to laughter like parody and satire.
All Boys Adventure Society programs will be an hour long and will focus on active, hands-on learning. Monthly, there will be a program and Book Club as separate but related programs. The marketing plan will run for six months and then be evaluated to determine if our goals were met.

**Roles**

There are two full time Children’s Librarians, one part time employee and two regular volunteers. This team will spearhead all work and promotion for the Boys Adventure Society marketing and programming.

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All marketing inception, creation and management are overseen and implemented by the Children’s Department head and Children’s Department Librarian. They are responsible for organizing and crafting documents to support the Boys Adventure Society marketing plan.

Everyone who works or volunteers in the Children’s Department are charged with the task of writing and planning programs, their set up, execution and examination of success.

The Department head and full time librarian are in charge of the design of all written and printed materials for the Boys Adventure Society marketing plan. This includes but is not limited to bookmarks, fliers and brochures.
Advertising in its creation, are the responsibility of the Department Head and full time librarian. Also they are in charge of the language used to draft the message they want to send.

Word of Mouth Marketing promotion will be everyone’s responsibility. Educating the consumers and patrons of Anio County Public Library is a task for all.

Data collection will be the sole responsibility of the Department Head and full time librarian. This includes the authoring of surveys both for staff and patrons. All synthesis of data will be derived strictly from the survey data.

**Timelines**

**September 9th:** A Children’s Department staff meeting is held where the original concept is pitched using aforementioned literature to illustrate the need for this marketing. All Children’s Department Staff members share ideas and trouble shoot possible obstacles. A list of programs is decided on in addition to book selections that relate to the programs.

The Head Children’s Librarian will turn in a publicity request form stating program dates, times, and a brief description of each program.

Website design and publication are organized and construction will be the sole responsibility of the full time librarian.

Video production and editing will be the responsibility of the full time librarian and part time employees.

**October 7th:** Print materials are due and ready to print.
November 12th: Print materials will be given to the children’s librarians at ACPL. Children’s librarians and volunteers ready printed promotions to send to schools, churches, daycares and community centers. Blurb goes up on the library’s website. A promotional video is crafted for the library’s website.

November 18th: Fliers and other print materials are taken to aforementioned places to get our message for Boys Adventure Society out.

November 21st: The Children’s Department will give a special presentation at the All Staff Meeting with a PowerPoint and discussion about the importance of these programs.

December 2nd: Print fliers and posters are displayed in the lobby of the library. A special display for the kickoff “Expedition: Snow” program will be assembled in the Children’s department. There will be special promotional materials used as incentives to join.

December 16th: An email reminder to continue promoting the program in-house is sent to all staff. The promotional video goes up on the library’s website. Boys Adventure Society website goes live with book recommendations, programs and teasers about the program.

January 2nd: Social media blasts about program are posted. The promotional video is posted to Facebook.

January 9th: The first program is hosted. Expedition: Snow Boys Adventure Society begins.
January 10th: Videos of the librarians and boys in the program go on the Boys Adventure Society blog as well as the library’s Facebook page.

Budget

The finances for this program are funded in three different ways. Two hundred dollars will come directly out of the Children’s Department programming funds. One hundred dollars has been donated from the Friends of Anio County Public Library. We wrote and were awarded the Dollar General Literacy Grant for $1,000. The total budget for the Boys Adventure Society is $1,300.

The budget for print materials comes out of the regular publicity budget. No extra funds will be used for the publicity found on the website, blog, social media sites, or for the article in the library newsletter or the editorial in the paper.

Funds will be necessary for the acquisition of programming materials, including but not limited to the purchase of Book Club books, craft materials, food and incentives.

Programs

- Program-Expedition: Snow
  Join the Children’s Department at Anio County Public Library for Expedition: Snow. Learn survival techniques for the snow, have a snack and experience an indoor “snowball” fight.

  January 9th, 2014 at 4:30-5:30 p.m.
• **Book Club: “The Winter Room” by Gary Paulsen**
  In regards to snow, Boys Adventure Society will discuss “The Winter Room.” We will build our own “wooden” cabins and talk about life on a farm.
  January 23rd, 2014 at 4:30-5:30 p.m.

• **Program-Super Bowl Party: Indoor Tailgating**
  Anio County Public Library wants to share in all the excitement of football, food and fun. Calling all school aged boys for an agility course, football toss, table football craft and football trivia.
  February 1st, 2014 at 1-2 p.m.

• **Book Club: “Sports Illustrated Kids Big Book of Who: Football”**
  Continuing a celebration of all things football in honor of the Super Bowl, a discussion of the book “Sports Illustrated Kids Big Book of Who: Football” will take place. We will head outdoors after discussion for a friendly two hand tackle football game in the meadow next to the library!
  February 20th, 2014 at 4:30-5:30 p.m.

• **Program-Grossology**
  Join the Anio County Public Library in the Meeting Room for Grossology. We will make Elephant toothpaste, GAK, polymer bouncy balls and Glop. There will be a snack provided. Be ready to make a mess and get really grossed out.
  March 15th, 2014 at 1-2 p.m.
• **Book Club: “The Adventures of Captain Underpants” by Dav Pilkey**
  The wild world of Captain Underpants will be discussed. There will be an Underwear Sling-Shot Game and superhero relay. Band-Aid Grahams will be assembled and eaten as we talk about the book.
  March 27th, 2014 at 4:30-5:30 p.m.

• **Program-Sounds of Science**
  For Boys K-5 The Sounds of Science - We will explore the science of how sounds are made and make our own thumb piano.
  April 3, 2014 at 4:30-5:30 p.m.

• **Book Club: “You Wouldn't Want to Work on the Railroad!: A Track You'd Rather Not Go Down” by Ian Graham**
  Come to Anio County Public Library to join in the discussion of non-fiction book “You Wouldn't Want to Work on the Railroad!: A Track You'd Rather Not Go Down.” There will be a snack and a train whistle for all participants!
  April 17th, 2014 at 4:30-5:30 p.m.
COMMUNICATION:

THE MARKETING MIX

Using the marketing mix will allow us to get the word out to as many people and in as many forms as we can, in order to garner success from our Boys Adventure Society marketing plan. The mix is incorporated through promotions and message. With consistent use of the brand, slogan and logo, our patrons will be able to recognize this special marketing plan. E-mail, social media, public relations, and advertising will be utilized to connect with users.

PROMOTION

The integrated marketing communication (IMC) is used to reinforce our message across a myriad of media. Our campaign is directed at bringing in reluctant boy readers. In order to get some momentum built, we will host our kickoff “Expedition: Snow.” This event will help promote the Boys Adventure Society brand and make the program and its offerings visible. In February, there will be a Super Bowl Party. Grossology will be offered in March and followed with the Sounds of Science in April. Our Boys Adventure Society Book Club will be offered monthly and relate to programming in the same month. To be visible to our market segment, our fliers (See Appendix E) and brochures will be delivered to local schools, community centers, after school daycares and churches.

MESSAGE

To achieve cohesive messaging throughout, it is important to craft a standard. In order to create a consistent message de Saez’s (2002) AIDA model is employed.
**Awareness (Cognitive Stage)** - The promotional kick off and special programming will be utilized to attract attention for gender programming at Anio County Public Library. Signs, posters, email blasts, Facebook posts, Pinterest boards with our projects will be used to push our program’s message out into the community.

**Interest and Desire (Affective Stage)** - Promotional posters utilizing our logo and highlighting pictures of boys in our programs will be placed throughout the library. Also, video posts on Facebook will help demonstrate our action oriented Boys Adventure Society. Furthermore, they will help show off our fun and exciting new programs.

**Action (Behavior Stage)** - Incentives include USB drives, buttons, stickers and bookmarks with our logo and tagline on them. They will be distributed in programs and used to continue advertising. Our team will emphasize positive encounters and work tirelessly to be on a first name basis with all program attendees.

**Branding**

All programs directed at the school aged boy demographic in Anio County will be branded Boys Adventure Society. This allows a continuity of messaging and gives the target audience an easily identifiable icon and design standards to associate programming with. Our slogan is “The Adventure Begins Here.” Buttons, stickers, flash drives and bookmarks will be emblazoned with our Boys Adventure Society logo with adherence to the set design standards (See Appendix B for Design Standards).
PUBLIC RELATIONS

It is vital to use public relations to help drive your message to the community. By organizing the library’s current contacts and making a list of contacts that we wish to make, we can begin. Utilizing cold calls, we would establish contact with people who were not currently in our communication circles (See the Appendix F for the Cold Call Phone Script). Using these groups, the library would employ Word of Mouth Marketing (WOMM).

Social media is and continues to be a valuable tool to keep the conversation going. We have 2,469 Facebook Friends. We have worked hard to keep our messages current. We also strive toward sending messages at the most ideal times, when we are likely to reach a larger portion of this group.

A website will act as a grounding point and be included in a tab from the Children’s drop down menu on our ACPL website. This will act as a type of online scrapbook blog to promote and preserve the program’s successes. It will also be a way to promote and celebrate the boys that attend programs and Book Clubs. Additionally, this website will be a reading resource for both parents and boys.
PUBLICITY

Along with brochures, fliers, stickers, bookmarks (See Appendix C for bookmark layout) and posters, there are many ways to reach people outside of print materials.

At the Boys Adventure Society display, in addition to a flier, bookmarks and stickers, there will be buttons and flash drives with our logo and tagline on them.

Utilizing our existing sticker maker and button maker, we are able to create many different types of promotional materials.
ADVOCACY
This marketing campaign relates to our broader advocacy plan in that we are encouraging our community to be involved. By structuring events geared toward specific groups, we can provide an experience for everyone in our community. When patrons use the library and leave happy, we continue to assert ourselves as community leaders. Also, people see value in what they use. Our larger advocacy plan “Libraries Save” directly ties in to this aspect. In this case, ACPL saves boys from programming that does not maximize their potential. It engages them and suits their best learning style.

ADVERTISING
Advertising plays a significant role in promoting the Boys Adventure Society. This makes the most sense because this program is aimed at a very specific market. By using the four C’s we can evaluate the benefits. (Lamb, 2013).

- Content
- Credibility
- Cost
- Coverage

The Griffin’s Beard Herald will be contacted to help advertise. They have promised an editorial about Boys Adventure Society and have work tirelessly with ACPL in the past to help promote our library and literacy in our community.
**INTERNAL MARKETING**

Sharing the message of Boys Adventure Society with all staff members at Anio County Public Library is the first line of communication with our patrons. In order to make sure that everyone receives the same information, the Children’s Department at Anio County Public Library will give a talk and PowerPoint Slide presentation at the December 6\textsuperscript{th} Staff Meeting. This presentation will describe why this group is important to market to, discuss the theoretical foundation of our plan, and outline all the programs we will carry out. Finally, monthly updates on our programs will be sent in an employee mass email, to keep all departments in the loop.

**EVALUATION**

In order to see the gains and examine how to make the programs and campaign better, the campaign will be evaluated both by staff and patrons. These surveys will also try to uncover the impact of Boys Adventure Society. Facebook, Twitter and website hits will also help to indicate use. Please see Appendix G for the Staff Evaluation. The Patron Evaluation is listed in Appendix H.

**REFLECTION**

Boys Adventure Society reflects Anio County Public Library’s commitment to their community. In researching the needs of this group, ACPL is able to be current and relevant. There is research about the need for gender programming but not much gender programming happening at libraries. With the addition of Boys Adventure Society, ACPL is on the cutting edge of programming. Our approach is potentially effective because we have educated ourselves about the
need for this type of programming in our community and tailored this marketing plan directly at the boys in our county.

By educating our staff about how boys relate and receive information, they will be able to understand and engage in meaningful interactions with these patrons. With the invitation of boys to our library, we show them their relevancy and value their place within our walls.


APPENDIX A
BOYS FOCUS GROUP QUESTIONNAIRE

TOPIC 1: In a typical month, please tell us how you use Anio County Public Library both physically and virtually. (Please fill in all that apply to you)

- Look at books
- Check out books.

If so, which books?

- Do homework
- Get homework help (like research, etc.)
- Ask for book recommendations
- Computers and technological services

TOPIC 2: When looking for books, are there books you cannot find or wish we had? (fill in the corresponding answer)

- No.
- Yes. If so, which ones or what type:

TOPIC 3: When you visit the library, do you feel comfortable? (fill in the corresponding answer)

- Yes.
- No. If no, why?

TOPIC 4: Describe your perfect library. What does it look like?

TOPIC 5: Do you attend library programs? (fill in the corresponding answer)

- Yes. Which ones?
- No. Why not?

TOPIC 6: If the library could have a program designed just for you, what would it be?

TOPIC 7: What new skill or experience would you like to have?
APPENDIX B

BOYS ADVENTURE SOCIETY
DESIGN STANDARDS

All Boys Adventure Society logos, slogans and fonts are to printed in standard automatic black(#000000), Red (#FF0000), Deep Sky Blue (#3BB9FF) or Royal Blue (#2B60DE).

Destroy font from Font Squirrel

District font from Font Squirrel

FFF TUSJ font from Font Squirrel

Boys Adventure Society Logo
Library Logo-Only to be used in automatic black unless special permission

Snapped Tagline and Logo-Design standard colors apply

Library Snapped Logo with Tagline- Only to be used in automatic black without special permission

Bookmark- Design standard colors apply
APPENDIX D

IN HOUSE TIMELINE: GROSSOLOGY PROGRAM

Program Date: March 22, 2014 11:00 a.m.-12:00 a.m.

November 1st, 2013

The Grossology Program is discussed with junior staff, para-professionals and library staff. A program outline has been delineated and a flier has been compiled and verified. The Children’s Department head is in charge of the final poster content. Poster designs are collaborative. Final submissions for the flier content are due to the main office for copying at this time.

This program seeks to encourage curiosity in our youth population. We are the gate keepers to books and learning and hope to bridge that ideal with this program. Additionally, this program will help to engage children in observation, listening, collaborative experiences, community awareness and exploratory learning in the library structure.

The new meeting room adjacent to the Children’s Department has been reserved for this event on March 21, 2013 for ease of cleanup. Maintenance has received a work order for 10 circular tables and 70 chairs for the event. Additionally, the work order also requests four buffet length collapsible tables to be placed at the stage end of the room for the programmers.

December 27, 2013

The Children’s Department staff meets to touch base on a finalized itinerary of the Grossology Program.

January 24, 2014

The materials list is shopped for and book in the collection are put on hold for the program attendees to look at and check out. A room set up plan is sent to maintenance. Posters, brochures, and fliers are distributed throughout the department. There will be four staff members and a volunteer request for an additional 2-4 people is made.
All program details are linked to ANIO County Public Library’s Facebook, Twitter and the online library calendar.

February 7, 2014

All materials have been received and copies of receipts are sent to the Business office. A staff meeting of all those working on this program was convened and publicity was double checked. Invitations to the program for board members are mailed.

March 7, 2014

All materials are gathered and pulled for the Grossology program and display. All Children’s staffers are charged with talking up the program to other staff members.

March 15, 2014 – Day of the Program

A display of Grossology library materials are put up. Photos are taken of the event and evaluations are given to group leaders. Program attendance and stats are gathered and examined.
Join the Anio County Public Library in the Meeting Room for Grossology.

We will make Elephant toothpaste, GAK, polymer bouncy balls and Glop.

There will be a snack provided. Be ready to make a mess and get really grossed out. Please contact the Children’s Department for more information at (765)977-5217 to register for this event.
Hello, (patron’s name here). My name is (your name here), and I work at the Anio County Public Library. I wanted to tell you about an amazing program we are hosting called Boys Adventure Society. This series of programs and book clubs geared just for boys in our community. By providing hands on experiences, we have an opportunity to nurture reluctant readers. Share this information so our county can lead to reading! Thank you for your time!
Please take a moment to fill out our survey. Your opinions are valuable to us at ANio County Public Library. Help us make the most of our programming for Boys Adventure Society. The following questions were derived Blueprint for Your Library Marketing Plan: A Guide to Help You Survive and Thrive (Fisher & Pride, 2006).

- What were we trying to accomplish?
- In what time frame?
- With what resources? (Include money, staff, volunteers, etc.).
- Did we meet our goals?
- What went well?
- What needs changing?
- What lessons did we learn?
Staff Evaluation (Continued)

The following considerations are derived from marketing lecture notes. (Lamb, 2013).

- What did not go well?

- What were the weaknesses of the campaign?

- What evidence (i.e., survey results, interview results) supports the success of the campaign?

- What approaches should be adjusted in future campaigns?

- How can new contacts be incorporated into future campaigns?
1. How many programs did you attend?

2. Did you attend a book club?
   a. Why or why not?

3. Have you visited the Boys Adventure Society website?

4. Would you recommend Boys Adventure Society to a friend?
   a. Why or why not?

5. What was your favorite program or book club?

6. Would you like to see more Boys Adventure Society programs?

7. Do you have any suggestions for programs or book club?