THE GRAPHIC LEAGUE!

A Strategic Marketing Plan
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Executive Summary

Barton Rees Pogue Memorial Library

For nearly one hundred years, the Barton Rees Pogue Memorial Library, also known as the Upland Public Library, has devotedly served the community of Upland, Indiana. Establishing itself as a pillar of the community of Upland, the library has experienced steady growth since its founding in 1934.

Today, the Barton Rees Pogue Memorial Library continues to thrive as it seeks to meet the changing needs of its patrons and the community. In doing so, the library also strives to achieve and surpass its mission.

Library’s Mission

“The Barton Rees Pogue Memorial Library strives to provide the best possible service to the community of Upland, Jefferson Township, Monroe Township, and the surrounding areas that we serve by encouraging literacy, providing public access to computers, and helping the community connect, learn, and grow.”

Under the leadership of Director Barbara Dixon, the library has made tremendous strides over the last five to eight years. Along with increased circulation of materials, the library has compensated for its lack of space and financial resources. The library has a proven record of evolving in order to provide patrons with access to a variety of materials, resources, and services.

About five to six years ago, the library joined Indiana Evergreen, a consortium made up of over one hundred libraries located throughout the state of Indiana, which provides patrons with access to an extensive catalog of materials from participating libraries.

As the demand grew for e-books, the library joined the eIndiana Digital Consortium, which offers patrons access to a variety of e-books, audiobooks, and e-magazines. Also, just this year, the Barton Rees Pogue Memorial Library joined SRCS, the Statewide Remote Circulation System. Once again, the library has implemented another service that offers even more materials to patrons. The Statewide Remote Circulation System's 150 participating libraries include both public and academic libraries throughout the state of Indiana.

The Barton Rees Pogue Memorial Library's team consists of the Director, professional librarians, support staff, and volunteers. The dedicated staff of the library works under the direct supervision and leadership of the Director, who reports to the Library Board. Serving on a
volunteer basis, the Library Board is comprised of the President, Vice President, and five additional board members."

The Community of Upland

The Barton Rees Pogue Memorial Library resides in the small town of Upland, Indiana. The community is comprised of a population of approximately 3845 people. With Marion being the closest city, this town is in a predominantly rural area with other surrounding towns located nearby. To provide further perspective, Upland is located nearly 80 miles north of Indianapolis and 60 miles south of Ft. Wayne.

Over the years, the town of Upland has become well known for two things: Taylor University and Ivanhoe’s. Ivanhoe’s is a locally owned restaurant, famous for their wide assortment of ice cream sundaes and shakes. Founded in 1846, Taylor University is a private Christian University with 1,890 undergraduate students, 243 distance-learning students, and 39 graduate students. In addition to bringing culture and diversity to the community, Taylor University offers the residents of Upland the benefits and services of an academic library.

Theoretical Foundation

The Barton Rees Pogue Memorial Library strives to actively meet and exceed its mission of providing patrons with the highest level of service and "helping the community connect, learn, and grow." In order to do so, developing a strategic marketing plan must be of utmost importance moving forward. The marketing process involves strategic research and planning in order to identify and meet consumer needs and interests. Marketing encompasses many essential elements, including:

- Market research
- Audience analysis
- Branding
- Advertising and promotion
- Public Relations
- Publicity
- Advocacy

Market research and audience analysis are essential components of marketing that identify the needs and interests of current and potential patrons and the community at large. By making marketing a key priority, the Barton Rees Pogue Memorial Library can better communicate with our target audiences and bring awareness to the services and programs that we
offer our patrons. The active communication is essential in order to highlight the value that library has in the lives of patrons and in the community of Upland in its entirety.

Within "Marketing through the Ordinary and the Extraordinary," Valerie Aggerbeck discusses how marketing is indeed a relationship between the library (and its staff) and patrons. This idea of marketing equated as a relationship between a library and its patrons drives and inspires the Barton Rees Pogue Memorial Library team.

In order to identify the needs of our patrons and craft a strategic marketing campaign, we must communicate with our target market. We must actively engage with patrons and the community. We must seek feedback, both positive and negative, from existing patrons, potential patrons, and non-users.

Communicating the library's value with patrons and the community can be done using a combination of promotional strategies. Similar marketing campaigns from other public libraries illustrate the importance of reaching patrons through a variety of mediums. For example, the strategic marketing plan for the Charlevoix Public Library used a variety of marketing and promotion strategies, including print materials and social media, to reach patrons. Similarly to this campaign, one of the goals of within the Charlevoix Public Library’s marketing plan was to increase positive relationships with the youth of Charlevoix.

The library's virtual presence will play a key role in communicating the library's services, programs, and collections with current and potential patrons. The library is no longer just a physical space, but also a "virtual" space as well. According to Lucas-Alfieri, “a library Web site is an integral part of a library's identity. Many patrons visit a library's virtual location, its Web site, more than they visit its physical location” (121).

The Barton Rees Pogue Memorial Library's website, if properly utilized, can be a valuable tool for marketing, especially since it serves as the library’s primary internet presence. From web pages dedicated to highlighting the library’s services to web banners promoting upcoming events, the website is a valuable information source for patrons. In addition to the library's website, social media will play an integral role in promoting services and programs with patrons.

Even though advertising and promotion play an important role, the primary focus must remain on providing exceptional service to library patrons (Aggerbeck, 9). We should strive to build exceptional marketing campaigns around exceptional service. Though in the past the
Barton Rees Pogue Memorial Library has failed to realize the many advantages of marketing, the following plan provides the foundation for future marketing efforts in order to continue to meet the ever-changing needs of our patrons and the community of Upland.

**Market Audit & Research**

**Community & Patron Analysis**

The Barton Rees Pogue Memorial Library services the community of Upland, Jefferson Township, Monroe Township, and the surrounding areas. The current estimated population of Upland is 3,845 people. This rural small town is predominantly made up of white, conservative Americans. Many of the library's current patrons consist of individuals, families, and retirees. The following information reveals key statistics and demographics gathered from the 2010 U.S. Census.

- **Race**
  - American Indiana and Alaska Native alone: 6
  - Asian alone: 48
  - Black or African American alone: 61
  - Native Hawaiian and Other Pacific Native alone: 2
  - Some other race alone: 35
  - Two or more races: 56
  - White alone: 3637
- **Gender**
  - Female: 2,011
  - Male: 1,834
- **Age**
  - Persons 0 to 4 Years: 140
  - Persons 5 to 17 Years: 402
  - Persons 18 to 64 Years: 2938
  - Persons 65 years and over: 365
- **Income**
  - Median Household Income: $54,112
  - Average Household Income: $63,791
  - Per Capita Income: $17,428
- **Population**
  - Total Population: 3,852
  - Population in Households: 2,275
  - Population in Families: 1,777
- **Housing**
  - Total Housing Units: 949
  - Owner Occupied Housing Units: 602
Current Marketing Strategy

What promotional efforts does the library use to promote its programs and services? In the past, the library has promoted its programs and services through print materials and word of mouth. The library promotes its weekly storytime program in a number of ways, including an event calendar located on the library's website and a weekly advertisement in the SEG Way, a local newspaper. Occasionally, programs and events are promoted through the library's official Facebook page. However, in the past social media has only been used sparingly. There is significant room for improvement.

A content driven, social media strategy that appeals to the needs and interests of the community can be so rewarding for both the library and its patrons. It must go beyond promoting events or programs here and there. A strategic plan for social media partly consists of a steady stream of meaningful content.

Visual content, for example, is key on social media platforms from Facebook and Twitter to Instagram and Pinterest. What visual content should libraries focus on? What will lead to more awareness and higher program attendance? What will interest patrons? How can we connect with our patrons through social media? To answer these questions, the Barton Rees Pogue Memorial Library must consider its patrons and its community. This goes straight back to the need for us to know the community in which we serve. Not every library will be exactly the same.

At this time, the Barton Rees Pogue Memorial Library lacks any strategic marketing plan. There is no clear strategy or plan in place to guide the library's actions. Therefore, the purpose of
this marketing plan is to establish a foundation for future marketing endeavors. We must start somewhere.

**Environmental Scan**

The Barton Rees Pogue Memorial Library must also take into consideration how the current external environment impacts the library.

**Political & Legal Factors**

How does the current political climate impact the library? With a predominantly conservative views, the library may face challenges or threats to intellectual freedom. The American Library Association defines intellectual freedom as "the right of every individual to both seek and receive information from all points of view without restriction." It is the Baron Rees Pogue Memorial Library's duty to provide all of our patrons with access to information and a diverse collection of materials and resources. It is not in the library's best interest to censor material based on controversial content or views. The freedom to read and access library resources extends to each and every patron regardless of one's age.

**Economic Factors**

As small libraries often do, the Barton Rees Pogue Memorial Library's primary challenge is its rather limited budget and financial resources. The majority of the library's funding is based on the local tax base. The library's overall budget pales in comparison to the public libraries in surrounding towns (i.e. Gas City, Hartford City, and Van Buren). Therefore, it is imperative that for the library to seek additional funding through the Community Foundation and other grants.

**Social Factors**

At present, the community of Upland does not face the rapidly changing demographics that many areas face on a national basis. However, it remains vital that the library anticipate the changing needs, interests, and views of our current and potential patrons.

**Technological Factors**

Though the library’s website meets its basic purpose, there is definitely room for improvements to be made. The Barton Rees Pogue Memorial Library’s vision is for its website to serve as an additional resource that further supports the library’s
overall mission of “helping the community connect, learn, and grow.” A library’s website, and overall internet presence, should be an extension of the library itself.

By creating a new and improved website that is much more user-friendly and up-to-date with current content and information, the Barton Rees Pogue Memorial Library can strive to better meet and anticipate the ongoing needs of its patrons and the community. Patrons primarily use the current website to access the catalog and OverDrive. It is important to consider how the library can be better use this "space" to engage with patrons.

Technology is an important part of library services. The library provides patrons and members of the community with access to public computers and the internet in order to meet needs and bridge the digital divide. The library also provides patrons with the opportunity to borrow digital equipment, such as laptops and eReaders/tablets.

**SWOT Analysis**

It is important for the Barton Rees Pogue Memorial Library to regularly assess its strengths, weaknesses, opportunities, and threats. What are the current strengths, weaknesses, opportunities, and threats to the library?

**Strengths**

- Director & Staff
- Library Board
- Indiana Evergreen
- Children's Programming (Storytime, Summer Reading Program, etc.)
- Digital Resources (i.e. OverDrive)
- Community Reputation/Engagement
- Relationship with Local School Corporation

**Weaknesses**

- Limited Funds/Budget
- Facilities – Lack of Space
- Not Enough Programs for Teenagers and Adults
- Lack of Programming Plan with Goals and Objectives
- Lack of a Strategic Marketing Plan
- Lack of Designated Librarians/Staff (i.e. Youth Librarian, Adult Services Librarian, Reference Librarian, etc.)
Opportunities

- Fundraising through Grants/Donations
- Establishing a Friends of the Library Group
- Opportunities to Expand Programming
- Improve and Better Utilize the Library's Virtual Presence (website, social media, etc.)

Threats

- Adapting to and Anticipating Changes in User Needs and Interests
- Not Living Up to User Expectations
- Changing Technology & Its Costs
- State Funding for Services
- Actively Responding to Customer Complaints/Feedback

Original Data

Gathering original data is an essential component of the marketing process. Original data can be gathered in a number of ways, including observations, surveys or questionnaires, and interviews. Through observation of existing programs and interviews with the Director and library staff, one can begin to see a better picture of the current state of the Barton Rees Pogue Memorial Library.

The majority of the library's programs are targeted to children and families. These programs offered throughout the year at the Library include storytime, the summer reading program, elementary school visits, and special one-time events. The storytime program has become a “staple” at the Barton Rees Pogue Memorial Library. It is the library’s one, ongoing program that consistently occurs on a weekly basis, with exception to Holidays or closing of the library. Storytime takes place every Friday morning at 10:30 a.m. According to each of the three staff members interviewed, storytime attendance averages between 15 to 20 patrons, including children and adults. During the summer reading program, attendance nearly doubles.

The storytime program at the Barton Rees Pogue Memorial Library does indeed support the library’s mission by “encouraging literacy” and “helping the community connect, learn, and grow.” However, it is important for the library to consider ways it can expand its programming. Interviews with library staff revealed their own hopes of expanding the current children’s programs by creating a designated makerspace in the library, starting a book club for teens,
purchasing computer games for educational purposes, and implementing technology based programs that shift focus to digital literacy.

To better serve this audience the library must seek out teenagers and young adults for constructive criticism and feedback. What programs would they like to see offered at the library? Many public libraries across the country are specifically designing and implementing programs that cater to the needs and interests of teenagers. From makerspaces and tech spaces to graphic novel book clubs, libraries are connecting with teens by offering valuable programs and services. The Barton Rees Pogue Memorial can start an open dialogue with its patrons through surveys, questionnaires, and informal interviews. Along with traditional forms of gathering information, the library may seek feedback from teens through social media. For example, developing an interesting Facebook post requesting feedback and ideas may be an effective way of communicating with patrons. According to Velasquez, "involving teens in planning assures that programming is relevant and appropriate in a given community."

Sample Questions

- How do you use the library?
- How often do you visit the library?
- How often do you attend library programs and events?
- How often do you use the library's website? Why?
- How could the library improve its teen programs?
- What do you like about the library?
- What do you dislike about the library?
- What do you like to read?
- What activities or events would you like to see at the library?
Market Segmentation

Within the "The Future of Library Services for and with Teens: A Call to Action," Braun and contributors emphasize the importance for public libraries to actively focus on providing youth with exemplary service. "There are over 40 million adolescents, aged 12–17, living in the United States today, and they use libraries. The Opportunity for All study reported that youth ages 14–24 make up 25% of all public library users." (1).

Teenagers can be a particularly difficult age group to reach. They often do not see the value that libraries have to offer them, and they feel underserved or left out. At the Barton Rees Pogue Memorial Library, the majority of our programming efforts are dedicated to children, from infants and toddlers to pre-teens. However successful the Summer Reading Program may be, teenagers are not always active participants. As teenagers are maturing and becoming more independent, they grow out of the library's current programs.

In order to reach this important segment of patrons, the Barton Rees Pogue Memorial Library must consider the unique needs and interests of all teenagers and young adults within the community of Upland and surrounding areas. The library must align its programming and services for this age group with the library's mission of encouraging literacy" and “helping the community connect, learn, and grow.”

We must take into account the key characteristics, needs, and interests of teenagers and young adults. Teens are maturing and becoming more independent. They are exploring and finding their own interests and hobbies. Teens are establishing their own aspirations and goals, and growing intellectually.

From book clubs to makerspaces and tech time, the Barton Rees Pogue Memorial Library must design and implement programming initiatives that specifically cater to the needs of teenagers and young adults. It involves balancing the needs and interests of all teens, including both avid and reluctant readers. It is imperative that we communicate the library's value for teenagers and young adults.
Service Identification

The Barton Rees Pogue Memorial Library has recently experienced a renewed interest in the library through an increase in the circulation of materials for juveniles. Additionally, more patrons have been requesting materials from fellow Indiana Evergreen libraries. There has been a recent spike in demand for graphic novels amongst patrons, specifically teenagers and young adults. In response to the rising interest in graphic novels, the Barton Rees Pogue Memorial Library has created a book club for teenagers and young adults called "The Graphic League."

With the pressing need to expand programming for teens and young adults, what better way to reach this audience than through graphic novels?

In recent years, graphic novels have become extremely popular with readers of all ages, including teenagers and adults. Within 101 Outstanding Graphic Novels, Weiner stated that:

“Since 2002, the graphic novel form has grown so popular that not only do most major bookstores have a graphic novel section, most trade publishing houses now have some kind of graphic novel publishing program. This, combined with the traditional avenues for comic-book publishing, has made the graphic novel a more visible and viable form than it’s ever been in American culture, as readers are given a wider array of types of stories told in comic book form than ever before" (13).

Along with the publish companies and bookstores, libraries have experienced this renewed interest in graphic novels, and designed programming initiatives in response to this trend. The Evansville Public Library, for example, offers teens a program called “Explore Japan” where patrons learn about Japanese culture through art, games, and anime. The Charlotte Mecklenburg Library and the Gwinnet County Public Library both offer preteens and teens with a clubs that focus on comics, graphic novels, and anime.

There are many reasons why graphic novels appeal to teenagers. Graphic novels provide readers with a format that in itself is an “unique art form” (6). The following is an excerpt from “Using Graphic Novels with Children and Teens: A Guide for Teachers and Librarians” that perfectly sums up the nature and appeal of graphic novels.
“Novels speak to us usually in a linear written narrative; picture books tell a story with txt accompanied by illustrations; film does so with moving images and dialogue; and poetry can communicate on levels that no other storytelling can.

Graphic novels combine all these elements in their own unique way. They are like prose in that they are a written printed format, but they are also like film in that they tell a story through dialogue, and through visual images that give the impression of movement.” (6)

According to Seyfried, “we often find ourselves lamenting the loss of emergent readers to video games, television, and, most recently, the TTYL (talk/type to you later) culture of text messaging and Internet social networking” (45). The immense popularity and appeal of the graphic novel format can be a motivating factor in getting readers of all ages and skills to participate in library programs, such as “The Graphic League.” Also, cultivating a rich collection of graphic novels for youth can lead to increased interest in and circulation of library materials.

The BCG matrix method may prove valuable in evaluating the library’s new programing initiatives for teens. In this case, I would classify “The Graphic League” book club and the library’s collection of graphic novels as “cash cows.” A “cash cow” is defined as an inexpensive product or service that is fairly easy to maintain. Though the cost of purchasing graphic novels for the collection and for participants may add up over time, the library has the ability to borrow materials from other libraries throughout the state through Indiana Evergreen and SRCS. Only time will tell if “The Graphic League” book club will be successful and worth the library’s limited budget, staffing, time, and continued efforts.

Mission, Goals, & Objectives

Through “The Graphic League” book club, the Barton Rees Pogue Memorial Library strives to align programming for teens and young adults with the overarching mission and vision for the library.

Mission of “The Graphic League” Book Club

The Barton Rees Pogue Memorial Library seeks to meet the specific needs and interests of teenagers and young adults by implementing a new program that highlights a unique part of the library’s collection.
Goal #1: Expanding the Barton Rees Pogue Memorial Library's Programming Initiatives

Objectives:

- Develop new programs for teens and young adults that reflect the needs and interests of teens and young adults within the community.
- Develop and implement two new programs each year.
  - Monthly meetings that take place on the 1st Saturday of every month.
  - Total of 12 meetings per year.

Actions:

- Consult reviews, book lists, and fellow librarians to determine a reading list.
- Read a variety of graphic novels, comic books, and manga prior to finalizing the reading list.

Goal #2: Increase Attendance of Youth Programs

Objectives:

- Increase the attendance of teenagers, ages 13 – 18, by 20%.
- Marketing and promoting programs and services specifically to teens and young adults.
- Actively keep track of attendance of each library program.

Actions:

- Establish a clear brand for “The Graphic League,” including logo, slogan, theme, etc.
- Create promotional materials for “The Graphic League.”
- Marketing and promoting programs and services specifically to teens and young adults through promotional materials, publicity, and youth outreach.

Goal #3: Highlighting the Library's Collection of Materials for Youth

Objectives:

- Developing programs that bring awareness to the library’s collection of materials for youth.
- Additionally, bringing awareness to the library’s digital collection through OverDrive.

Actions:

- The reading list for “The Graphic League” will highlight the library’s collection of graphic novels, comic books, and manga.
• Inform book club participants of the library’s collection, including print and
digital graphic novels on a regular basis at monthly meetings, readers’ advisory
interviews, and through promotional materials.

Roles & Responsibilities

The Barton Rees Pogue Memorial Library team, including the Director, the Library
Board, and staff, will collectively work together to ensure the successfulness of the marketing,
programming and outreach initiatives. The Director, who directly reports to the Library Board,
will oversee the planning and executing of this marketing campaign. The Director will assign
duties and responsibilities that suit the strengths of each member of the team. With experience
working with youth, Ms. Wickham’s will lead the book club. With prior business experience,
Mrs. Blair will focus on promoting the library’s services, programs, and collection.

Timeline for Promotion & Publicity

The following list details the timeline for the implementation of “The Graphics League”
book club and for the overall marketing campaign.

Months in Advance

• Clearly communicate marketing campaign with library staff
• Conduct survey of patron needs
• Community analysis
• Regular meetings with library team to develop “The Graphics League” program
  and campaign strategy

2 Months Before

• Design, finalize, and print promotional materials

Month Before

• Update event calendar on the library’s website
• Posters (main desk & entrance/exit door)
• Posts on Facebook

2 Weeks Before

• Bookmarks (main desk)
• Web banner advertisement on the library’s home page
• Launch web page dedicated to “The Graphics League” book club with reading list, read-a-likes, suggestions, etc.
• Facebook post (image of book club poster)
• Outreach to local organizations, schools, etc.

Week Before

• Digital signage
• Advertisement in local newspaper
• Facebook posts
• Word of mouth

Day Before & Day of

• Facebook posts
• Word of mouth

Budget

As a small library with limited budget, resources, and staffing, the Barton Rees Pogue Memorial Library will need to adhere to a strict budget. Promotional materials will be created and printed in-house in order to cut down on unnecessary costs. Fortunately, the library has an existing partnership with a local newspaper that regularly promotes library events and programs free of charge.
Communication: The Marketing Mix

Promotion

In order to achieve the goals and objectives set forth in this marketing campaign, the Barton Rees Pogue Memorial Library will use a variety of means to promote the library’s collection of graphic novels and the new book club, including promotional materials and special events.

In order to promote the library’s collection of graphic novels for youth, the Barton Rees Pogue Memorial Library design and implement a new program called “The Graphic League,” a book club for teens and young adults. Prior to the start of the monthly book club meetings, the library will promote the new program by holding a launch party that will inform patrons and the community.

Message

It is important for the library team to actively communicate with our patrons and the community to bring awareness to the unique value of the library and its services. For the purposes of reaching underserved teenagers, we must cater to their specific needs and interests. “The Graphic League” book club is specifically designed to provide teens with an interesting and engaging program that caters to the demand in graphic novels. The actions and contributions of the Barton Rees Pogue Memorial Library team will play an essential role in communicating the library’s value to current and potential patrons.

Branding

Program Name: The Graphic League!

Logo Fonts:
- Rockwell Extra Bold
- Gill Sans Ultra Bold
Slogans:
- Bam! Pow! Read!
- Readers Assemble!
Visual Identity & Design Guidelines

- **Logo**
  - The library’s logo may be used internally (i.e. different departments or collections) and externally (i.e. community organizations, schools, or news outlets).
  - The library’s logo may be used on a variety of materials, including signage, newsletters, and promotional materials.
  - In order to use (internal or external) the library’s official logo, one must first seek approval from the Director of the library.

- **Design Variations**
  - Variations in the design of the logo are commonly welcomed. However, variations in color scheme, size, and typography must first be approved before use.
  - The library’s top priority is to ensure a united and consistent visual identity that will be recognizable by patrons and the community at large.
Advertising, Publicity, & Public Relations

The marketing strategies for this campaign will consist of advertising, publicity, and public relations. In terms of public relations, it is all about building positive relationships with our patrons and the community. In a small, tightknit community such as Upland, word of mouth marketing continues to be an essential component of creating and maintaining a positive relationship with the community. The library can also establish positive relationships with the community by reaching out to local news outlets, businesses, and non-profit organizations. For example, Youth for Christ offers an after school program for teenagers within the community at the Red Barn. Building a positive relationship with members and participants at the Red Barn could be a great way to reach our target market for the book club.

Additionally, connecting with our patrons through social media will be essential moving forward. The library will regularly promote its services and programs through the Facebook. For “The Graphic League,” the library will create engaging content for fans of graphic novels. Posts may include reminders of upcoming meetings, novels to read, and pictures taken at meetings.

The Barton Rees Pogue Memorial Library will advertise this new program through the local newspaper, the SEG Way. The library has received tremendous support from this local newspaper. The library has been able to promote the library’s services and programs at no charge. In addition to advertising, the library will actively seek sponsorships from local business and organizations to support this program.

Additional publicity for “The Graphics League” may consist of print materials, including posters, bookmarks, handouts or flyers, and displays. The current promotional materials for this program can be found in the appendix, at the end of this document.

Advocacy

By striving to provide more programs and services for teens and young adults, the library continues to expand its role in the lives of patrons and the community. The library strives to reach more members of the community that have failed to fully realize the value of the library. Creating a strategic marketing plan can allow us to reach non-users in new and innovative ways.
**Internal Marketing**

For internal marketing, open communication between the Director and library staff is imperative. As a small library with limited budget, staff, and resources, the entire team at the Barton Rees Pogue Memorial Library will play an active role in the marketing process. Responsibilities to promote the program by communicating and engaging with patrons and the community fall on each member of the team. Each and every member of the library’s team should be able to answer questions about our programs, services, and materials. In this case, staff should to inform inquiring patrons about “The Graphic League” book club, including where and when the book club meets.

**Evaluation**

It is important for the Barton Rees Pogue Memorial Library team regularly to evaluate programming to determine its role and effectiveness in meeting the needs and interests of patrons and the community. How will “The Graphic League” be evaluated? The Barton Rees Pogue Memorial Library will need to evaluate this program in a number of ways, including keeping track of attendance and interviewing or surveying program participants and parents. Also, comparing attendance numbers each month can reveal a lot about a program. Is attendance increasing or decreasing from month to month?

In addition to evaluating this new program, an annual review of the library’s marketing plan is also must. In addition to circulation and attendance statistics, measures of evaluation will include gathering feedback directly from participants and other patrons. Bi-annual surveys will be distributed to library patrons and the community in order to assess whether or not the library is meeting the needs and interests of the community. Also, comment cards, as shown below, will be readily available at service points and on the library’s website will seek open responses from patrons.
Reflection

Prior to this marketing plan, the Barton Rees Pogue Memorial Library has failed to establish a strategic plan for marketing and promoting the library’s services, programs, and collection of materials. The market audit and research revealed a pressing need for the library to develop programming for teens and young adults. This plan clearly establishes goals, objectives, and actions for establishing “The Graphic League,” a book club that focuses on graphic novels, comic books, and manga. Though I would not call myself an “innovator” or “change agent,” this is the first step for the Barton Rees Pogue Memorial Library to develop and implement new programming initiatives. Though I may not be reinventing the wheel, it is important to learn from fellow librarians and libraries. The Barton Rees Pogue Memorial Library can adapt ideas from other libraries to fit the specific needs and interests of our patrons and the surrounding community.
Works Cited


Appendix

The promotional materials for this marketing campaign can be found on the following pages, including:

- Posters (3)
- Bookmarks (2)
- Social Media Posts & Website Banners (6)

The following links lead to the sources of the original pictures used within these promotional materials. All of these images are either in the public domain or under the Creative Commons License.

- https://commons.wikimedia.org/wiki/File:Placeholder_male_superhero_c.png
- https://commons.wikimedia.org/wiki/File:Placeholder_female_superhero_c.png
- https://commons.wikimedia.org/wiki/File:Comics_.jpg
THE

GRAPHIC

LEAGUE!

1ST
SATURDAY
OF EACH
MONTH

A NEW BOOK CLUB FOR TEENS
THE GRAPHIC LEAGUE!

1ST SATURDAY OF EACH MONTH

A NEW BOOK CLUB FOR TEENS
THE GRAPHIC LEAGUE!

A BOOK CLUB FOR TEENS

1ST SATURDAY OF EVERY MONTH

BARTON REES POGUE MEMORIAL LIBRARY
THE GRAPHIC LEAGUE!
NEXT SATURDAY @ 11AM
THE GRAPHIC LEAGUE!

BARTON REES POGUE MEMORIAL LIBRARY

1ST SATURDAY OF EVERY MONTH • 11:00 AM
29 W. WASHINGTON, ST. UPLAND, IN
BOOK CLUB FOR TEENS!

BARTON REES POGUE MEMORIAL LIBRARY

THE GRAPHIC LEAGUE!

1ST SATURDAY OF EVERY MONTH • 11:00 AM
29 W. WASHINGTON, ST. UPLAND, IN