Chillicothe Public Library District Marketing Plan for FY2016

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Executive Summary

The Chillicothe Public Library District is well positioned to effectively market library services to its patron base and beyond through a variety of marketing strategies. This plan seeks to identify the library's purpose and position while further identifying who makes of the library's patron base and how library services may be effectively marketed to them. Further, staff responsibilities, project workflow, and budget for marketing services are defined.

Statements of Purpose

Mission Statement

The mission of the Chillicothe Public Library District is to provide friendly, helpful service in an environment which furthers the acquisition of knowledge through reading, research & technology.

Vision Statement

The Chillicothe Public Library District stands as an organization to bring together the various communities it serves by enabling people to improve their lives and realize their full potential. The people will have the opportunity to develop the skills required to locate, evaluate, and effectively use information in a changing technological world. The people will also have material and resources available to fulfill their desire for recreational reading, viewing, and listening experiences. In order to accomplish these goals, the Chillicothe Public Library District will be involved in a continuous process of growth and development.

Slogan

Learn. Read. Share. Grow.

Environmental Analysis

The district serves a mix of suburban and rural populations, comprised of over 4,500 households. 30% of households are families with related children under 18 years old; 17% of households have school-age children; 5.7% have children age 6 and under. 55.2% of households are comprised of husband-wife families and 10.3% of households are single-mother families. The average household size is 2.43 people.

80.6% of homes are owner-occupied.

Racially, the population primarily identifies as white, non-Hispanic or Latino (96.9%). Hispanic or Latino is the largest minority at 3.1% of the population.

The Median Household income varies by census track from $50,899 to $93,611. The median income for the 61523 zip code is $57,399.[1] The most common occupations are Manufacturing and Construction.[2] The unemployment rate for September, 2015 was 6.1%.[3]

Chillicothe is a relatively safe community with a crime index of 169.5 (national average is 294.7). Theft and burglary are the most common crimes reported in the index.[4]

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[1] 2010 Census date was used, analyzing the 61523 zip code, which covers most of the service area of the Chillicothe Public Library District.

[2] http://www.city-data.com/city/Chillicothe-Illinois.html
[3] http://www.homefacts.com/unemployment/Illinois/Peoria-County/Chillicothe/61523.html
[4] http://www.city-data.com/city/Chillicothe-Illinois.html

Chillicothe is home to an active park district offering eight facilities for public recreation.[5] Additionally, the City of Chillicothe maintains a number of parks for the benefit of local residents. Further, Three Sisters Park, located just south of the city, is a privately owned facility that hosts numerous cultural events throughout the year.[6] Also located in Chillicothe is Pearce Community Center which provides fitness facilities (including indoor swimming, ball courts, and tracks), meeting rooms, afterschool programs, and classes.[7]

An active Chamber of Commerce works to promote the area for business and tourism and several festivals and parades are held in town throughout the year including: Bald Eagle Days, Zorro Fest, Christmas Parade, Easter Egg Hunt, Corn Fest, Merchant's Trick or Treat, and others.[8]

The Chillicothe Historical Society maintains a museum that showcases the community's historical ties to the Santa Fe and Rock Island rail roads as well as other issues of historical interest to the community. [9]

The Chillicothe area is served by IVC School District #321. IVC encompasses 6 school with over 2,000 students. The district's graduation rate is 85% and 44% are deemed ready for college upon graduation.[10]

Broadband Internet is widely available throughout the Chillicothe area, primarily from Frontier Communications and Mediacom Cable.

Chillicothe's business community remains vibrant and includes a variety of restaurants (both sit-down and fast food), grocery stores, a hardware store, antique shops, car dealerships, mechanics, service providers, furniture stores, and other retail opportunities.

SWOT (Strengths, Weaknesses, Opportunities, Threats)
The following SWOT analysis is a result of brainstorming with library staff. Points are listed in no particular order.

Strengths

- Knowledgeable and friendly staff
- Library programing
- Availability of Study Rooms
- A large Public Meeting Room
- Good location
- Adequate public access computers
- Summer Reading Program
- Community support and partnerships

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[5] http://www.chillicotheparkdistrict.org/
[6] http://www.threesisterspark.com/
[7] http://www.pearcecc.com/
[8] http://www.cityofchillicotheil.com/visitors/local_chamber_of_commerce/index.php
[9] http://chillicothehistorical.org/
[10] http://illinoisreportcard.com/

- Excellent large facility and grounds
- Electronic databases
- Fast Internet and Wi-Fi
- Welcoming atmosphere
- An ever-improving collection

Weaknesses

- Inadequate collection
- Poorly writing / lack of policies
- Not enough programs that interest Chillicothe residents
- Lack of effective marketing to all parts of the community
- Not enough collaboration with all of our schools
- Could be more friendly/welcoming

Opportunities

- Expand community collaboration and outreach
- Strengthen communication and support among staff members
- Develop even more programs
- Rejuvenate garden project and incorporate into programs
- Draw in more library uses as we increase programs and improve the collection
- More classes and how-to type programs
- Regain community confidence
- Become more of a "face of Chillicothe"
- Strengthen the collection
- Develop a MakerSpace
- Create newsletters for all events

Threats

- Theft/vandalism – general miss-use of facilities and materials
- Lack of community support
- Facilities issues
- Other organizations in Chillicothe are very active and compete with us for attendees
- State budget funding issues and how they effect the Per Capita grant and library systems
- Failure to keep up on patron wants and needs
- Communication lapses

It is interesting to note that when combining responses from staff members, several topics ended up in more than one category: our collection, programing, and community support are seen as weaknesses, but also strengths and/or opportunities (for example).

Throughout all planning processes (in addition to this marketing plan), including annual technology plans, programming plans, the implementation of the strategic plans and others that arise, we should work to transform weaknesses into opportunities and opportunities into strengths while identifying and mitigating threats as much as possible.

Portfolio Analysis

In no particular order, the Chillicothe Public Library offers the following services:

- Public meeting room rental
- Youth activity room and study room reservation
- Public access computers: Internet, Microsoft Office
- WiFi connectivity for personal devices
- Fax services
- Photocopy services
- Printing services
- Chapters (coffee and other drinks)
- Used book sale (ongoing)
- Used book sale (annual)
- Inter-Library Loan
- Reference services
- Collection for check-out
  - DVDs
  - Bluray
  - Videogame
  - Board game
  - Graphic novels
  - Periodicals
  - Children's books (fiction and nonfiction)
  - Young adult books (fiction and nonfiction)
  - General collection (fiction and nonfiction)
- Library programs (by topic)
  - Onsite story time
  - Offsite story time
  - Book clubs
  - Concerts
  - Dance
  - Health-related
  - Technology
  - Summer Reading
  - Winter Reading
  - Tabletop gaming

- Genealogy
- Special exhibits
- Cooking
- Movies
- Crafts

All of the listed services are established services that the library performs well. Some generate real income through the sale of surplus materials, the collection of rental fees, or the collection of fees-for service in the cases of printing, photocopying, faxing, and so forth. Others generate use of the library: circulating collections, library programs, and reference services. No one service is necessarily underperforming when compared to the rest.

Specific Objectives

Increase public awareness of the library's programs and services.

Market Segmentation

The library serves many segments of the local population. Not all are represented in this plan for the sake of focus and effectiveness. For the purpose of this plan, the library will define market segments as follows:

1. Empty-nesters: May be retired or in late career. If they had children, children are grown.
2. Career-focused: Working people without children or whose children are self-sufficient.
3. Families with small children: Families with children aged birth through pre-teen.
4. Teens and Pre-teens: Self-sufficient or largely so, use the library and attend programs without their parents.
5. The non-user: Doesn't come to the library because they feel the library is irrelevant, insufficient, or unnecessary in their life.

Not all library programs and services will appeal to or be targeted to all segments equally. When a plan of service is proposed, a segment or segments will be identified for targeting. Marketing strategies will be chosen based upon their perceived or measured effectiveness at reaching the targeting demographic.

Marketing Strategies

The library will engage in marketing activities in the following areas, with specific methods as noted. Potential segments reached effectively noted numerically.

1. Online (2-5)
   a. Website
   b. Social Media
      i. Facebook

ii. Twitter

iii. Pinterest

iv. Goodreads

v. Instagram

c. Email newsletters

i. Library-wide

ii. Targeted

2. Newspaper (1, 3)

a. Chillicothe Times-Bulletin

b. Peoria Journal-Star

3. Signage (1, 3, 4)

a. Bulletin boards

b. Doors

c. Shelf-talkers

d. Take-aways

4. Newsletter (1, 2, 3)

a. Library-wide

b. Departmental

5. Products (1-5)

a. Coffee cups

b. Book bags

c. Pencils

d. Magnets

e. Coasters

Staff Responsibilities

In general, staff are responsible for marketing programs and or services that they implement by creating print marketing pieces and sending program details to Alex. If a staff member needs assistance producing print material for a programs, they should consult with either Catherine or Brock.

For marketing purposes, all details of a program must be finalized no later than the 20th of the previous month and submitted to Brock. Staff members should include the text they wish to be used in the library's newsletter.

All library social media accounts are monitored by Brock and Genevieve and only Brock and Genevieve may post to them. All library programs should be posted on Facebook at least two days in advance. Other social media outlets should be utilized in ways appropriate to their platforms.
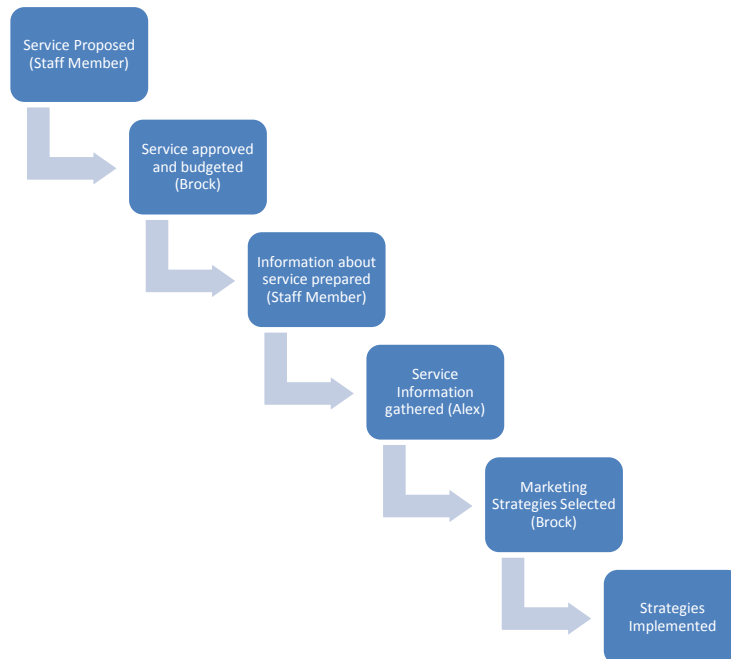
Alex is responsible for aggregating program details and submitting to the Times Bulletin and to the Peoria Journal Star. Alex will also monitor Facebook posts to ensure that a program is not overlooked.

Catherine is responsible for managing all of the library's email marketing via MailChimp. The library's print newsletter shall be converted to an email version and sent out via MailChimp. Also, targeting campaigns will be used for select patron demographics.

Evaluation

Use and attendance statistics are kept showing monthly trends in use of the library and its services. These statistics can be evaluated to evaluate the success of marketing strategies. Additionally, when possible, patrons will be asked how they heard about a program or a service and this information will directly inform that usefulness of the marketing strategy in question.

Project Management Workflow

Service Proposed (Staff Member)

Service approved and budgeted (Brock)

Information about service prepared (Staff Member)

Service Information gathered (Alex)

Marketing Strategies Selected (Brock)

Strategies Implemented

Budget

$5,000 is available within the FY2016 board approved working budget for Marketing Purposes and Required Publications. As of January 1, funds have been and are to be allocated as follows.

Annual Budget	$ 5,000.00
SPENT through Dec 31	$ (1,790.51)
Remaining	$ 3,209.49
Facebook	$ (300.00)
Magnets	$ (250.00)
Pencils	$ (200.00)
Coasters	$ (642.00)
Paid Newspaper Advertising	$ (500.00)
Print Newsletter	$ (750.00)
Book marks	$ (200.00)
Other print materials	$ (200.00)
Required Publications	$ (100.00)
Remaining/Contingency	$ 67.49

If an adjustment is needed, the Director will make adjustments within this budget line.