

SUN PRAIRIE PUBLIC LIBRARY
2013 Marketing/Public Relations Plan

“An Inviting Place with Something for Everyone.”

“There is something for everyone at the library: free access to ideas and information; a diverse collection; beautiful surroundings; a helpful friendly staff. Learn, grow and expand your horizons!”

I. Purpose of plan

The purpose of the plan is to promote community awareness of what the library has to offer and maximize use of the library by people of all ages.

II. Goals

Each year the board and staff will review the Marketing/Public Relations Plan based on these goals:

- A. Promote an image of the library as a center of vibrant community life.
- B. Promote the collections, services, and programs of the library, the Friends and the Foundation.

III. Niche/Target Markets

Sun Prairie has grown 26.32% since 2000. The population is expected to reach 30,000 by 2020.

72% of Sun Prairie residents are cardholders. 59% are female; 41% male. 31-40 year-olds hold the largest number of cards, followed by the 11-20 year-olds. The number of registered cardholders drops off after 51+ years. Approximately 20 businesses/organizations/agencies are registered for cards. The number of cardholders follows, largest to least:

21-30: 3,456
31-40: 4,313
11-20: 3,492
41-50: 3,174
51-60: 2,166
0-10: 1,016
61-70: 1,437
71+: 931

Samples of three days of checkout show that 31-40 year-old users have the most checked out on their cards at any given time, followed by 41-50 year-olds. This would seem to support the idea that parents check out items for themselves and their children.

Potential niche/target markets include:

55+ years (Baby Boomers)
Young Adults, 12-17 years
Homeschoolers
Young families, 0-11 & 25-44 years
Businesses
18-24 (college students)
25-34 (early career)
35 – 44 (family)
45 – 54 (later career)

IV. Key Elements & Services

Local collection

Destination Place

- Meeting Rooms
- Reading Room
- Play space
- Young Adult space

Circulation of Library Materials

Computers – Internet, wireless, MS Suite, games

Databases

Reference

Readers' Advisory

Literacy and Reading Readiness

Programs

Meeting Rooms

V. Library Strengths

Free access to information in a variety of formats

Vibrant environment with quiet spaces

LINKCat – easy, remote access to a variety of materials & databases

Internet and word processing workstations

WiFi & rental laptops

Variety of programming

Meeting rooms

3-season porches

Read Before Book Store

Evening and weekend hours

Open access to social media

Teen space and collections

VI. Competition

Internet

Television

Movies and Performing Arts

Sports Events

Amazon

Downloadable media

VII. Potential Partnerships

Internet

Colonial Club

Recreation Department

Day Care Centers

Health Care Facilities

CATV

School & other public libraries

YMCA

City/Municipal Departments

VIII. Marketing Tools

In-house: Brochures, flyers, posters, bookmarks, activity sheets, placemats, events calendars, bibliographies and webographies, library card application

Web site: events calendar, bibliographies, webographies, library card application

Personal letters -- Foundation

Community presentations

Community events

Internal Displays

Promotional items – RBBS

News media: PSAs, newspaper articles, press releases,

E-mail: library, Friends, Foundation, advocates

Paid advertising

KSUN/Sun Prairie Media Center

Annual report

Clocktower News

IX. Objectives

1 Use our position statement on everything the library, Friends & Foundation does, to establish one consistent message.

2. Both the Friends and Foundation should have an objective/activity in marketing to targeted populations independent of what the library does.

3. The library can manage up to 3 activities to market to targeted populations.

4. All is subject to change, given time, staff and technology

X. Evaluating Results

A. Evaluate the success of each project by gathering user statistics, surveys, positive comments and other feedback.

B. By December of each year, bring the needs list up to date for planning projects for the next year.