Marketing Plan from a University Library, Sample 1

Introduction

While plans are not usually followed to the letter, the planning process is indispensable as it enables us to answer basic questions about what we do and why we do it.

One doesn’t often hear marketing and library in the same sentence. Many see marketing as a process of for-profit organizations. This document is written to enable the University Libraries (hereafter library or Milner Library) to pursue a certain process in the promotion of its activities; to complement the Library’s Strategic Plan; and to assist the library’s and university’s faculty and staff in understanding the tactics, strategy, and procedures related to the marketing of cultural events and intellectual resources.

Milner Library plays an integral role in the university teaching, learning, and research. The library’s vision and mission statements enforce the library’s increasing leadership role in the life and culture of the campus and community.

In its vision statement, the library aspires “to be the preeminent center of learning, information, culture, and technology in higher education” (Vision Statement, http://library.illinoisstate.edu/library-information/about/strategicplan.php).

It also aims to “create and sustain an intuitive and trusted information environment that enables learning and the advancement of knowledge in a culturally and technologically superior setting. ISU Libraries’ staff is committed to developing innovative services, programs, space, strategies, and systems that promote discovery, dialogue, learning, and the human spirit” (Mission Statement, http://library.illinoisstate.edu/library-information/about/strategic-plan.php).

Objectives

The University Libraries Marketing Plan aims to:

1. increase the visibility of the library and its value in our society;
2. increase the awareness of the community of the added value of the library activities and services;
3. increase the level of participation of ISU alums and community members in the life of the university and stimulate the donation and gifting process;
4. increase the level of satisfaction among our patrons; and
5. facilitate the branding of the library activities.
Marketing Strategies

To promote the Milner Library’s services, resources, and activities, the library will undertake the following strategies:

- Increase the visibility of library resources through the library’s homepage, brochures, social networking tools, and other appropriate channels.
- Identify services and collections to highlight through a program or a course with one of the teaching faculty.
- Publicize special events in coordination with other colleges and programs as well as community partners.
- Seek out opportunities to work with the University Library Committee as representative of the faculty and student body.
- Work with the board of the Friends of the Library on community events.
- Sponsor and support external speakers, exhibits, and programs that highlight Milner’s cultural role on campus and in central Illinois.
- Seek input from the community in relation to cultural needs.
- Establish new community partnerships to support speakers, strengthening relationships between the university and local businesses and not-for-profit organizations (i.e., bookstores, museums, and public libraries).
- Highlight Milner faculty and staff research and service contributions to the profession through professional circles as well as national media.

Forms of Publicity

Assessment/Evaluation

All marketing strategies will be evaluated through a number of methods. These include but are not limited to surveys, focus groups, and event evaluation forms. The PR staff will use the Activity Planning Feedback and the Speaker Assessment Form (Appendixes 2 and 3) for quick feedback.

Target Audiences

Primary audiences of Milner Library are members of the Illinois State University community. This includes students, faculty, staff, and alumni. Secondary audiences include but are not limited to the Bloomington/Normal community, other institutions of higher education, families of Illinois State University students, library organizations, and elected officials (Appendix 4).

Media Contacts

The Dean of University Libraries or the Dean’s designee is the official spokesperson for the library and partnership organizations stated in the library’s mission. The Dean may ask the head of the Public Relations Unit to respond to media questions or to provide information as appropriate. The unit head will be responsible for providing current, accurate information or identifying the appropriate source of infor-
mation to the media. The unit head will act as liaison to campus and external publications (Appendix 5).

Although the President’s office serves as the ultimate spokesperson for the university, a crisis communication plan is expected to be developed through the spring of 2012.

Public Relations and Marketing
Unit Team Members

Toni Tucker (Unit Head and Assistant Dean)
ttucker@ilstu.edu
309-438-7402

Sarah Dick
sdick@ilstu.edu
309-438-2680

Jan Johnson
jrjohnso@ilstu.edu
309-438-3897
APPENDIX 1

MILNER LIBRARY LOGO

(To be used on all publications)

AVAILABLE AT
P:\Library Coordination Groups\Public Relations Committee\FINAL (read-only)\Graphics_Logos\milner-logos

Illinois State University Libraries adhere to the university’s graphic and editorial standards developed by the University Marketing and Communications Department. Standards can be found at http://universitymarketing.illinoisstate.edu/identity.
<table>
<thead>
<tr>
<th>Activity Planning Feedback</th>
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</thead>
<tbody>
<tr>
<td>Date:</td>
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<tr>
<td>Event:</td>
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<tr>
<td>Event date:</td>
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<td>Location:</td>
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<td>Message:</td>
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</table>

**AUDIENCE(S)**
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2.
3.
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5.
6.
7.
8.

**MEDIA**
1.
2.
3.
4.
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**CONTACTS**
1.
2.
3.
4.
5.
REPORT INCLUDED


APPENDIX 3

Speaker Assessment Form

Your responses help us improve our events and give us ideas for others.

How did you hear about this event?

☐ Newspaper         ☐ Radio         ☐ Flyer/Poster         ☐ Website         ☐ Other

Are you a student?

☐ NO         ☐ YES         ☐ High School         ☐ College

How would you rate the event/speaker?

☐ Excellent         ☐ Just OK         ☐ Below expectations

How far (miles) did you travel to this event?

Will you attend future Milner Library events?

☐ YES         ☐ NO

We love your ideas! Suggestions:

Speakers

Programs

Exhibits

Other

Please use the back for any additional comments you would like to share.

Printed on recycled paper.
## APPENDIX 4

### Target Audience/Specific Media

<table>
<thead>
<tr>
<th>Media</th>
<th>Vidette</th>
<th>Campus Connections</th>
<th>Signcades</th>
<th>Flyers</th>
<th>Posters</th>
<th>Electronic Signs</th>
<th>Newsletters</th>
<th>Bulletin Boards</th>
<th>TV 10</th>
<th>Radio</th>
<th>College &amp; Main</th>
<th>ISU Web Site</th>
<th>ISU Report</th>
<th>Social Media</th>
<th>Print Ad</th>
<th>E-mail</th>
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<tbody>
<tr>
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</table>

This table outlines the target audience and specific media used for various media channels, indicating the reach for different internal and external audiences.
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<td>X</td>
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<tr>
<td>Elected Officials</td>
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<td>Vendors</td>
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</tbody>
</table>
APPENDIX 5

Media Contacts

Illinois State University Marketing and Communications
438-5091

PRINT

Daily Vidette
Contact changes year to year 438-5931

Broadcast E-mail Illinois State University
See campus policy at www.ctsg.ilstu.edu/policies_faq/broadcasts.shtml

Pantagraph (Local Newspaper)
Higher Education Reporter: 820-3232

MEDIA (RADIO AND TV)

WGLT NPR Radio Station
Charlie Schlenker, News, ceschle@ilsu.edu 438-7353
Willis Kern, News Director, wekern@ilstu.edu 438-5426
Development 438-2257

WJBC Radio Station
News 821-1000, Ext. 205, newsroom@wjbc.com

HOI Television News
(309) 698-1950

Campus Connections
Closed circuit TV in resident halls, www.uhs.ilstu.edu/forms/campus_conn.shtml

COLLEGE & MAIN
Deb Wylie, Coordinator of Public Service and Outreach, dkwylie@ilstu.edu, 438-2937

ELECTRONIC MESSAGE BOARD
Prairie Room—Contact a PR committee member.
Milner—Contact a PR committee member or Jan Johnson.

SIGNCADES
Contact a PR committee member.
Marketing Timeline for Standing Annual Activities

FALL SEMESTER
New Faculty Orientation
Banned Books Week
Homecoming
  Honored Alum
  Parade
Visiting Author Program
Illinois School Library Media Association Reception
Study Breaks
Commencement

SPRING SEMESTER
Founders Day
Bryant Jackson Lectureship
Children’s Author Visit
Lincoln Speaker
Edible Book Festival
National Library Week
Science & Technology Week Speaker (partnering w/CAST)
Campus Theme (when available)
Study Breaks
Commencement

SUMMER
Preview Expo

ADDITIONAL EVENTS
Exhibits
  National Endowment for the Humanities Traveling Exhibits
  Museum Traveling Exhibits
  ISU University Galleries Exhibits
  Curriculum-Based Exhibits
  Exhibits from the Library’s Special Collections
  Student Organization Exhibits
Community Exhibits
**APPENDIX 7**

**Public Relations/Marketing Request**

Send to any member of the Public Relations and Marketing Unit—Sarah Dick, Jan Johnson, or Toni Tucker.

<table>
<thead>
<tr>
<th>Today's date:</th>
</tr>
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<table>
<thead>
<tr>
<th>Project name:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Project contact(s):</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Project/event date:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Estimated marketing period:</th>
<th>Start date:</th>
<th>End date:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Describe service, program etc. to be publicized: Include attachment(s), if necessary:</th>
</tr>
</thead>
</table>

Select text and delete. Field will expand as you type.

<table>
<thead>
<tr>
<th>Intended target audience(s): Select all that apply.</th>
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</thead>
<tbody>
<tr>
<td>☐ All</td>
</tr>
<tr>
<td>☐ ISU students</td>
</tr>
<tr>
<td>☐ ISU faculty</td>
</tr>
<tr>
<td>☐ ISU staff</td>
</tr>
<tr>
<td>☐ ISU administration</td>
</tr>
<tr>
<td>☐ Library personnel</td>
</tr>
<tr>
<td>☐ Alumni</td>
</tr>
<tr>
<td>☐ Parents</td>
</tr>
<tr>
<td>☐ Friends of Milner</td>
</tr>
<tr>
<td>☐ Courtesy Card users</td>
</tr>
<tr>
<td>☐ Local community</td>
</tr>
<tr>
<td>☐ Media</td>
</tr>
<tr>
<td>☐ Elected officials</td>
</tr>
<tr>
<td>☐ Other:</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Suggested media: Select all that apply.</th>
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</table>

<table>
<thead>
<tr>
<th>PRINT</th>
<th>ELECTRONIC</th>
<th>MEDIA (RADIO AND TV)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<tr>
<td>□ Flyer</td>
<td>□ color</td>
<td>□ B/W</td>
</tr>
<tr>
<td>□ Bookmark</td>
<td>□ Electronic sign (Milner)</td>
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<tr>
<td>□ Brochure</td>
<td>□ Electronic sign (campus)</td>
<td></td>
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<tr>
<td>□ Newsletters</td>
<td>□ Campus Connections</td>
<td></td>
</tr>
<tr>
<td>□ Table tents</td>
<td>□ E-mail</td>
<td></td>
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<tr>
<td>□ Invitations</td>
<td>□ Bulletin boards</td>
<td></td>
</tr>
<tr>
<td>□ Signcades</td>
<td>□ University calendar</td>
<td></td>
</tr>
</tbody>
</table>

- Other:

Additional information that could be helpful in promoting this event:

Select text and delete. Field will expand as you type.
APPENDIX 8

FLIER POSTING INFORMATION; MAILBOX STUFFING INFORMATION

Flier Posting Information 2012—2013

University Housing Services (UHS) allows registered student organizations and University departments to post fliers in designated public areas with the following stipulations:

1. The flier relates to events, announcements, services, or activities sponsored and sanctioned by Illinois State University or one of its departments or registered student organizations.
2. The flier does not contain references to alcohol, tobacco, or illicit drugs, or to any event, activity, program, or sponsor whose purpose or activity is the sale, use, or promotion of alcohol, tobacco, or other drugs.
3. The flier does not contain profanity.
4. The flier is printed on recycled paper and contains the recycling logo along with the statement “Printed on recycled paper.”
5. The flier contains the following statement for an event: “If you need a special accommodation to fully participate in this program/event, please contact Toni Tucker, Milner Library at 438-7402. Please allow sufficient time to arrange the accommodation.”
6. The flier does not exceed 400 square inches.
7. Fliers will be posted for one (1) week.
8. UHS is not responsible for items that get torn down or removed prematurely.

POSTING PROCESS

Fliers are to be taken to the reception desk of each hall for approval by a UHS staff person prior to posting. The numbers of copies needed for distribution are as follows.

POSTING NUMBERS FOR 2012—2013

<table>
<thead>
<tr>
<th>Residence Hall</th>
<th>Number</th>
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<tbody>
<tr>
<td>Hamilton-Whitten</td>
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<tr>
<td>Hewett</td>
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<tr>
<td>Atkin-Colby</td>
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<tr>
<td>Manchester</td>
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<td>Wilkins</td>
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<tr>
<td>Watterson</td>
<td>3</td>
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</tbody>
</table>

Mailbox Stuffing Information

University Housing Services (UHS) allows registered student organizations and University departments to submit stuffings for the residence hall mailboxes. The items to be stuffed must follow the same stipulations as stated for flier postings.
APPENDIX 9

Table Tent Guidelines for Campus Dining Halls

Unfolded dimensions 4¼ by 11 inches
Printed on card stock
Must have the statement: “If you need a special accommodation to fully participate in this pro-
gram/event, please contact Toni Tucker Milner Library at 438-7402.”
Approval at the John Green Building (take a draft for approval before printing)
Fill out application form
One week request/distribute and take down on Saturdays
May fill out a form for up to three weeks of display
Watterson 175/Southside 77/Linkins 84