Marketing Plan

2012 – 2014
Milner Library Marketing Plan

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 the statement, the library aspires “to be the preeminent center of learning, information, culture, and technology in higher education.”

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.”

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 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

- Press releases
- Informational flyers/posters
- Advertisements
- Announcements
- Newsletters
- Brochures
- Library guides
- Articles
- Presentations
- Web sites highlights

- READ posters
- Electronic signs
- Signcades*
- Banners
- Campus Connections*
- College & Main television program*
- Social Networking Tools
- University calendar
- Listservs
- Other

*Signcades – Portable sandwich board that can have events changed as needed. Used by the library on the Milner Plaza and ISU QUAD.
*Campus Connections – Resident Hall Channel to advertise services and events.
*College & Main* – A weekly half-hour television program that promotes University events and Outreach to the campus and community.

**Assessment/Evaluation**

The above mentioned marketing strategies will be evaluated through a number of methods. These include but not limited to surveys, focus groups, event evaluation forms. The PR staff will use the Activity/Assessment Planning Feedback and the Speaker Assessment Form (APPENDIX 2 &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 information 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)

![Milner Library Logo](image)

**MILNER LIBRARY**

*Illinois State University*

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/](http://universitymarketing.illinoisstate.edu/identity/).
APPENDIX 2

Activity Planning Feedback

Date:

Event:

Event date:

Location:

Message:

Audience(s):
  1.
  2.
  3.
  4.
  5.
  6.
  7.
  8.

Media:
  1.
  2.
  3.
  4.
  5.
  6.
  7.
  8.

Contacts:
  1.
  2.
  3.
  4.
  5.

Report Included
APPENDIX 3

Speaker Assessment Form

____________________________________________________________________

Today’s Event

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

**Media**

<table>
<thead>
<tr>
<th>Medium</th>
<th>Vidette</th>
<th>Campus</th>
<th>Signscapes</th>
<th>Flyers</th>
<th>Brochures</th>
<th>Newsletters</th>
<th>Bulletin</th>
<th>Electronic</th>
<th>Posters</th>
<th>TV 10</th>
<th>Radio</th>
<th>College &amp; Lib Web</th>
<th>ISU Web</th>
<th>ISU Report</th>
<th>Social</th>
<th>Pantagraph</th>
<th>Email</th>
</tr>
</thead>
</table>

**Audience**

**Ints**

- Students: X X X X X X X X X X X X X X X X X X
- Faculty: X X X X X X X X X X X X X X X X X X
- Library Personnel: X X X X X X X X X X X X X X X X X
- ISU Staff & Admin.: X X X X X X X X X X X X X X X X X

**Exts**

- Alumni: X X X X X X X X
- Friends of Milner: X X X X X X X
- Parents: X X X X X X X X
- Community Inst. Library: X X X X X X X X X X X
- Consortia: X X X X X X
- Citizens of Illinois: X X
- Media: X X X X X X X X
- Elected Officials: X X X X X
- Vendors: X
APPENDIX 5

Media Contacts

Illinois State University Marketing & Communications
438-5091

Print
Daily Vidette
Contact changes year to year 438-5931

Broadcast Email Illinois State University
See campus policy at
http://www.ctsg.ilstu.edu/policies_faq/broadcasts.shtml

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

Media (Radio & 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
http://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.
APPENDIX 6

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

Today’s date

Project name:
Project contact(s):

Project / event date:

Estimated marketing period:

Start date:

End date:

Describe service, program etc. to be publicized: Include attachment(s), if necessary:
Select text and delete. Field will expand as you type.

Intended target audience(s): Select all that apply.

☐ All
☐ ISU students
☐ ISU faculty
☐ ISU staff
☐ ISU administration
☐ Library personnel
☐ Alumni
☐ Parents
☐ Friends of Milner
☐ Courtesy Card users
☐ Local community
☐ Media
☐ Friends of Milner
☐ Elected officials

☐ Other:

Suggested Media: Select all that apply

Print

Flyer
☐ color:
☐ B/W:

Electronic

☐ Milner Web site

☐ Electronic sign (Milner)

☐ Electronic sign (campus)

☐ Campus Connections

☐ Email

☐ Bulletin Boards

☐ University Calendar

Media (Radio & TV)

☐ Press Release

☐ ISU Report

☐ Daily Vidette

☐ WJBC

☐ WGLT

☐ Channel 10

☐ Press Conference

☐ College & Main

☐ Other:

Additional information that could be helpful in promoting this event:
Select text and delete. Field will expand as you type.

Send to any member of the Public Relations and Marketing Unit Sarah Dick, Jan Johnson, Toni Tucker
APPENDIX 8

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.

<table>
<thead>
<tr>
<th>Posting Numbers for 2012-2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hamilton-Whitten 2</td>
</tr>
<tr>
<td>Atkin-Colby 2</td>
</tr>
<tr>
<td>Wilkins 1</td>
</tr>
</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.

Stuffing Process:
UHS recommends that you bring a sample of the item that you want “stuffed” to the University Housing Services Office (in the Office of Residential Life building) for approval prior to having it printed. Once the item has been approved, have it printed and then bring a final copy to the Housing Office for an authorization form from Kristen Johnson (438-5781). An authorization form must be issued for each mailbox stuffer. The organization must present the authorization at each reception desk when delivering the stuffings for distribution. The numbers of copies needed for distribution are as follows.

Stuffing Numbers for 2012 - 2013

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Haynie</td>
<td>190</td>
<td>Hewett</td>
</tr>
<tr>
<td>Wright</td>
<td>220</td>
<td>Manchester</td>
</tr>
<tr>
<td>Hamilton-Whitten</td>
<td>417</td>
<td>Watterson</td>
</tr>
<tr>
<td>Atkin-Colby</td>
<td>416</td>
<td></td>
</tr>
<tr>
<td>Wilkins</td>
<td>210</td>
<td></td>
</tr>
<tr>
<td><strong>Total Mailboxes</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX 9

Table Tent Guidelines for Campus Dining Halls

• Unfolded dimensions 4 ¼ “ by 11”
• Printed on card stock
• Must have the statement: “If you need a special accommodation to fully participate in this program/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