

Opening Minds... Opening Doors



LAC LA BICHE COUNTY LIBRARIES
Our libraries... your place to be!

Library Marketing Plan

Lac La Biche County Library Board

**Stuart MacPherson Public Library,
Plamondon Municipal Library
& Pop-Up Locations**

Our Vision



Our Mission

We provide a broad range of high-quality library programs and services to our multi-dimensional regional community.

Our Values

- **People focused**- services focused on the people we serve.
- **Respectfulness**- equal consideration for everyone.
- **Friendliness**- welcoming voices, welcoming faces.
- **Service to all**- acknowledging and identifying everyone's needs.
- **Excellence**- in service standards and performance.
- **Accountability**- take ownership for what we do.

Why have a Marketing Plan?

“The scope of services offered by libraries has changed immensely in recent years, yet many Albertans are unaware of the services available to them. Alberta’s public libraries need to better market their services and let Albertans know the wealth of information, services and opportunities available at their local libraries.”

*Alberta Municipal Affairs
Positioning Alberta Libraries for the 21st Century
2009*

Good communication is often considered to be both a duty and opportunity. A duty to reach out to people and to bring them into library, which is a safe, comfortable space with provides them with the opportunity to grow and socialize. An opportunity to hear the views of users and non-users, to learn from others and share excellence, and to celebrate success.

The less people know about an organisation the less likely they are to rate it. A comprehensive communications plan will therefore help ensure that people feel informed about the Library, its services and facilities- to foster a sense of familiarity and maintain positive views about this key community asset. This plan does not seek to fundamentally change the way in which we have been marketing the Library but seeks to enhance the good practice already in place.

Collection, Services & Programs

The Lac La Biche County Libraries continue to support traditional services but continue to seek new and innovative ways to provide services to the County including the provision of programs throughout our community.

Our **Collection** is more than just books! It includes:

- All Access Passes
- Ancestry Library Edition
- Audiobooks
- Brainfuse
- Cake Pans
- CELA Daisy CDs and Braille Books
- Cognitive Care Kits
- Consumer Reports
- Creativebug
- Cypress Resume
- DVDs
- E-books
- Explora
- Fortis Power Monitor
- Freading
- Games (Board & Video)
- Home Improvement Reference Center
- Hoopla (Music, movies & audiobooks)
- LinkedIn Learning
- Magazines
- Makerspace & EDUC kits
- Movies & TV (Hoopla)
- Musical Instruments
- Novelist
- Pedometers
- Prairie Indigenous Collection
- Print Disabled Services
- Pronunciator & Transparent Language
- Press Display (Online newspapers)
- Read Alberta E-Books
- Telescopes & Binoculars
- Solaro

Services

- 3D Printing
- Adult Book Club support
- Career Center
- Colouring Centre
- Educator Library Card
- Exam proctoring
- Faxing
- Gaming
- Interlibrary loans
- Internet searching presentations
- Library of things
- Library tours
- Local e-resources
- ME Libraries
- Reference services
- Pop-Up Library service
- Print disabled services
- Printing & copying
- Public computers with Internet access
- Scan to e-mail
- Student Supports
- Study rooms
- Used books for sale
- Web links (Homework help)
- Wi-Fi

Programs

- Art displays
- Author events
- Chicka Chicka Book Club (Partner Program)
- Death Cafe
- Escape Room
- Ladies Night
- LEGO Competition
- Library Con
- Rattle and Chat (Partner Program)
- Read and Roll (Partner Program)
- Rhyme Time (Partner Program)
- Specialized group programming
- Steampunkery kits
- Summer Literacy Program
- Summer Reading Club
- Take and Make Kits
- Tavel Talks
- TREX Art Exhibits
- Winter Reading Club

For more information on any of our programs or services, please visit our websites or pick up a copy of our Programming pamphlet.

Marketing Strategy

The Lac La Biche County Libraries have committed and talented staff and volunteers who assist us in our effort to reach our target audience representing all ages, backgrounds and interests. In this process we will endeavor to:

- Build upon and strengthen existing relationships with local community groups, Bold Center Staff, School Divisions, Portage College, and our Lac La Biche County Councillors & Administration.
- Develop, strengthen and expand our media promotion of all services, collections and programs.

Marketing Medium

We will utilize a variety of marketing tools to ensure that our messages reach the public. These include:

- AI (future use as a tool only)
- Annual Review publication
- Attendance at special events
- Bitly (URL shortener)
- Board & Staff sharing FB posts
- Bold Center Activity Guide
- Bold Center TVs and Billboard (for major one-time events such as Escape Room)
- Boom radio spot
- Bookmarks
- Business cards
- County Community Calendar
- Delegations to County Council
- Donor wall
- Facebook
- Hootsuite (posting across multiple social media platforms)
- In-house displays
- Instagram
- Interagency meetings
- Invitations
- Library TV screen
- Local Buzz events calendar
- Media releases
- Monthly email to distribution list (schools, organizations & media)
- Networking
- Newspaper ads
- Newspaper articles
- Online newsletter (monthly - on website and links on social media)
- Pamphlets
- Plan of Service
- Presentations
- Programming guides
- Programming pamphlets
- Promotional materials
- Promotional materials display
- Post cards
- Posters
- School newsletters (shared via a monthly email)
- School visits
- Soundcloud (audio newsletter)
- Tik Tok (possible future use for RA (reader's advisory after staff are trained and the social media policy is revised))
- Utilize Library logo
- Website subscriptions
- Websites
- Weekly promo slide on social media
- Word of mouth
- X (formally know as Twitter)

Marketing Textual Guidelines

The Library has a duty to ensure that all residents have the opportunity to access our promotional materials so we will follow the CNIB Clear Print to ensure that all written communications are easy to read and do not discriminate against people with a visual impairment. The guidelines are:

- Ensure contrast between text and background
- Avoid a lot of coloured text: restrict it to titles, headlines or highlighted material.
- Avoid very small font size. Consider your audience when choosing. Don't crowd the text.
- Ensure spaces between lines of text are at least 25 to 30 per cent of the font size.
- Choose an uncomplicated or plain font with easily recognizable upper- and lower-case characters and medium heaviness.
- Use bold to emphasize a word or passage, rather than italics or upper-case.
- Separate text into columns to make it easier to read, as it requires less eye movement and less peripheral vision.
- Use a matte or non-glossy paper finish to cut down on glare.
- Reduce distractions by not using watermarks or complicated background designs.
- Create clean and simple designs and distinctive colours, sizes and shapes on the covers of materials to make them easier to tell apart.

Marketing Goals

To ensure success in all other service response related goals and objectives, it is imperative that the Libraries have an effective marketing and communications strategy.

Objectives:	Strategic Steps:
1. Ensure that the Lac La Biche County Libraries branding is utilized and more recognized in the community.	<ul style="list-style-type: none"> a. Handout promotional materials regularly. b. Continue to promote the libraries as one unit. c. Friends of the Libraries and Board members will continue to utilize word of mouth marketing. d. Cultivate relationships with library members so that they become a brand ambassador on the libraries' behalf. e. Continue to share other local post on our FB page.
2. Increase public awareness regarding library programs and services.	<ul style="list-style-type: none"> a. Use a variety of promotion methods. b. Continue to encourage staff to talk about the programs and services to library members on a regular basis. c. Visit schools and attend Interagency Meetings regularly. d. Attend local events and provide pop-up services. e. Continue to seek out new partnerships and engage them in the promotion of our offerings.