



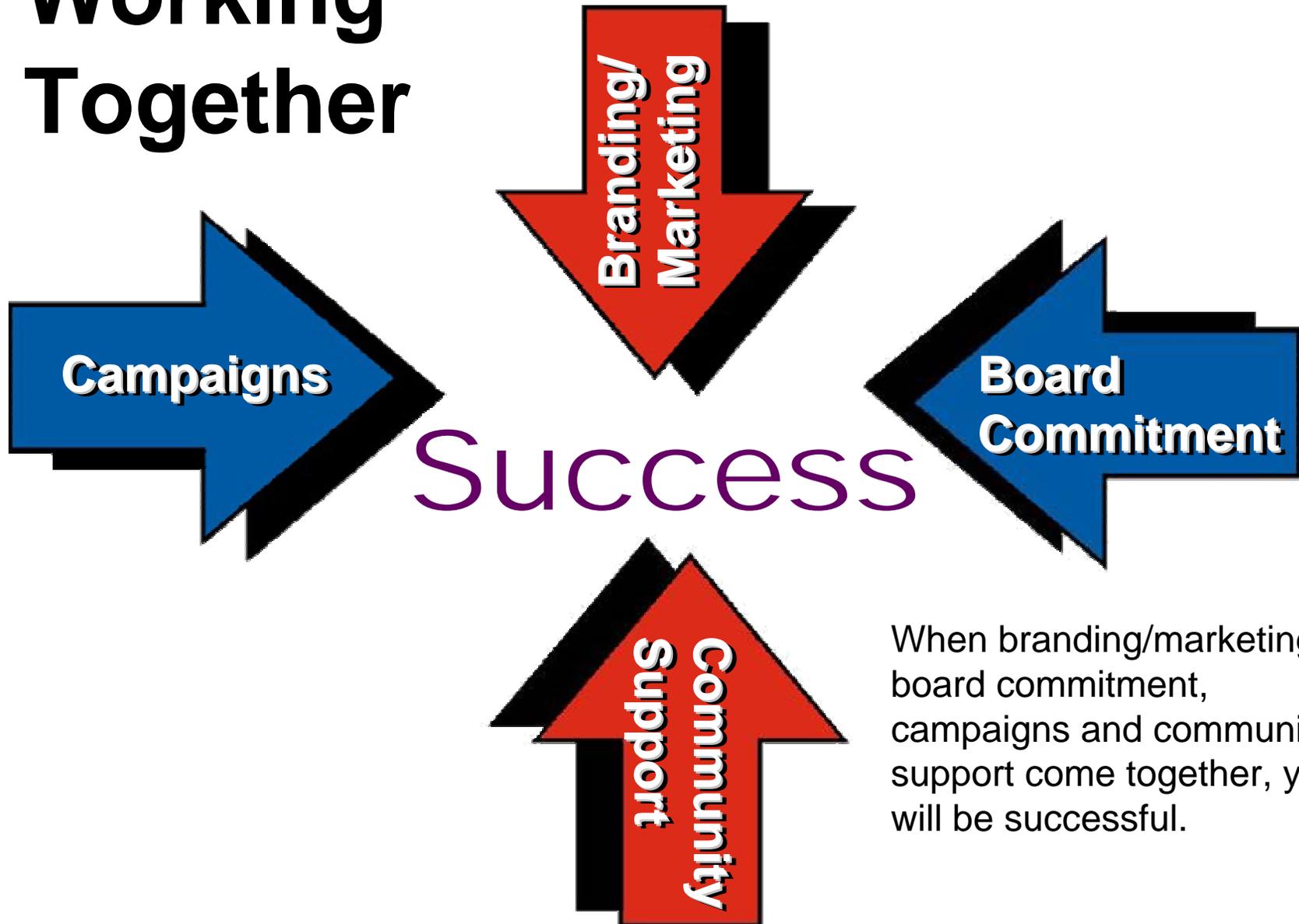
How Libraries in New York State Can Reach Out to Their Communities



What Does Marketing Have To Do With It?

- Establish the library as an “essential service” in the community
- Market the library using emotional branding methods
- Have the library be a reflection of your community
- Build community support

Working Together



When branding/marketing, board commitment, campaigns and community support come together, you will be successful.



What is Branding?

- Integral part of marketing
- Sets libraries apart from other public institutions
- Sum total of all attitudes, perceptions and beliefs about your library
- Emotional branding:
 - Love
 - Hate
 - Hope
 - Fear
- Libraries give people hope, a sense of community, a long life of learning



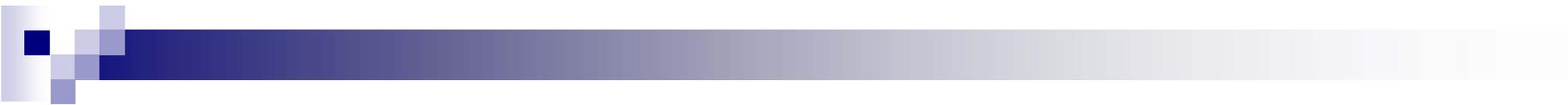
What is Marketing?

- All activities geared to raising the identity and use of the library
- **Libraries need to market**
 - Reinforces position as an essential service for the community
 - Reinforces that libraries are very relevant and haven't been replaced by the internet
 - Positions library to garner community support for voter initiatives



Marketing 101

- Define mission and programs
- Define audiences: children, adults, seniors, families, potential donors, opinion leaders, elected officials, etc.
- Examine strengths and weaknesses
- Define messages and supporting points
- Establish graphic identification—logo—and graphic standards
- Develop initiatives/campaigns to brand the library in the community as an essential service



Developing The Library's Message

- Draw people in on an emotional level
 - Appeals to positive emotions of love and hope
 - What's in it for them
 - What's in it for their families, their children
- Speak to people in ways that reflect their values and show how their values align with the library's values



Developing The Library's Message

- Spur residents to action
 - Provide them with a sense of ownership
(Yeah, it's my library!)
- Respect Taxpayers
- Answer negatives by reframing issue
along library's value system



Information Gathering

■ Community Surveys

- Make sure the library board and staff reach out to non users as well as patrons
- Need to know what the library can do to get non users in the door
- Wide distribution
 - Start at the circ desk
 - Throughout community
 - On your website

■ Focus Groups/SWOT sessions

- SWOT=strengths, weaknesses, opportunities and threats



Examine your strengths & weaknesses: SWOT session

■ INTERNAL

- Strengths
- Weaknesses

■ EXPLORE

- People
 - Staff
 - Board
 - Patrons
- Programs and Services

■ EXTERNAL

- Opportunities
- Threats

■ EXPLORE

- Position** of the library in the community
- What **values** the library stands for in the community
- What's **important** to the community



Developing The Library's Message

- Emotional Branding

Love	Hate
Hope	Fear



Developing The Library's Message

- **VALUES** are important!
- Values tell us that an issue matters.
 - Draw residents in on an emotional level
 - Using emotional branding along with values is a powerful combination



Developing The Library's Message

- Empathy/compassion
- Strength
- Fairness
- Fulfillment
- Education
- Prosperity
- Service
- Trust
- Open Communication
- Responsibility
- Protection
- Opportunity
- Freedom
- Community
- Cooperation
- Honesty
- Creativity
- Equal Opportunity



Developing The Library's Message

- Values and Emotional Branding
 - A great combination
 - Define the library, Define the emotional tie,
Define the value
 - Communicate with conviction using common
everyday values and language



Developing The Library's Message

KISS

Keep It Simple Stupid

Don't over think.

Remember who your audience is.



Campaign vs. Library

■ Campaign/Friends

- Organize campaign
- Ask people to vote
- Speak to value
- Convey message
- Be persuasive
- Ask for YES VOTE

■ Library

- Just the facts
- Date, time
- Explain what increase will provide
- Can't ask for YES VOTE



Marketing Your Message

- If the message is clear and concise, the marketing materials and supporting information should be the same
- Use bullets
- short paragraphs
- Reinforce values
- Remember, keep it simple.



Case Study: Saugerties Public Library

*Special Legislative District Public Library, service area pop. 19,868
Mid-Hudson Library System, Ulster County*

- Needed to raise the identity of the Library before asking public to vote on a \$6.9 million referendum
- SWOT analysis
 - Library was important but not as important as town recreation activities
- Strategy
 - Triangulate recreation, make it integral to the library

Case Study: Saugerties Public Library

■ Rebranded Library

- New slogan
- New look
- New logo



Recreation for the Mind:
discover, connect, grow.

SAUGERTIES
PUBLIC LIBRARY

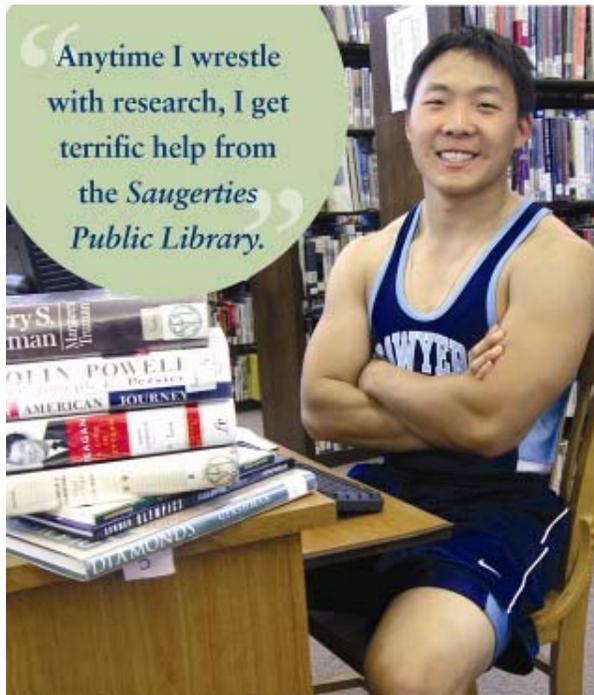


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SAUGERTIES PUBLIC LIBRARY

Case Study: Saugerties Public Library



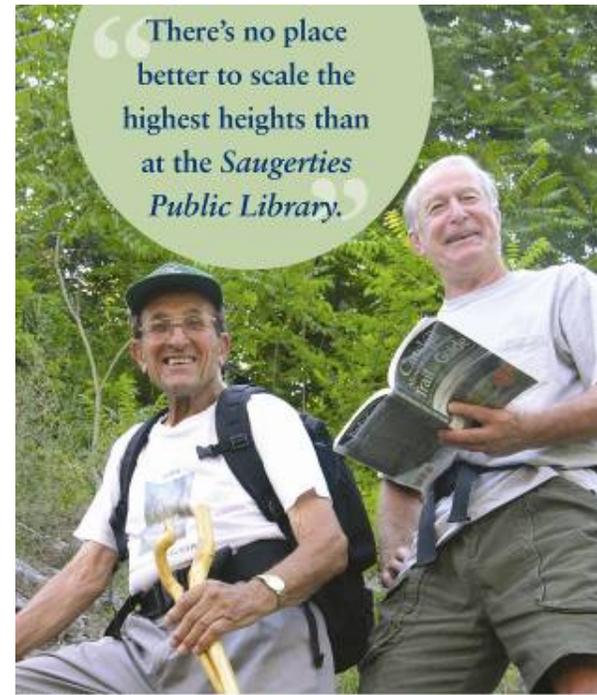
Photography by Jay Moore



Garrett Harkins
Saugerties High School Class of 2007
Attending American University

91 Washington Avenue, in the heart of Saugerties
Jessica Serrano, *Director*
Sally Colclough, *President*, Board of Directors

www.saugertiespubliclibrary.org | 845/246-4317



Photography by Jay Moore



Frank Serravallo and Dick Moore
Local Hikers

91 Washington Avenue, in the heart of Saugerties
Jessica Serrano, *Director*
Sally Colclough, *President*, Board of Directors

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Case Study: Saugerties Public Library



Photography by Jay Moore



Recreation for the Mind:
discover, connect, grow.

**SAUGERTIES
PUBLIC LIBRARY**

Andria Thornton
Saugerties High School Class of 2007
Attending SUNY Maritime College

91 Washington Avenue, in the heart of Saugerties
Jessica Serrano, *Director*
Sally Colclough, *President*, Board of Directors

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The *Saugerties Public Library* has the resources I need to cross the finish line at the head of the pack!

Alexander Houtman
Saugerties High School
Class of 2007
Attending the College of St. Rose



Recreation for the Mind:
discovers, connect, grow.

**SAUGERTIES
PUBLIC LIBRARY**



I rode my first pony and read my first book at the *Saugerties Public Library*.

Olivia Westwood
7th Grader at
Saugerties Junior High School



Recreation for the Mind:
discover, connect, grow.

**SAUGERTIES
PUBLIC LIBRARY**



There's nothing like going off on the Esopus with a good book from the *Saugerties Public Library*.

Pat Wood
Local Kayaker



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PUBLIC LIBRARY**



Recreation for the Mind:
discover, connect, grow.

**SAUGERTIES
PUBLIC LIBRARY**

91 Washington Avenue,
in the heart of Saugerties

- Reserve Books Online
- Computer Access
- Career & Employment Information
- Book Clubs
- Audio Books and DVDs
- And More!

WEEKLY HOURS

Monday	10:00AM – 8:00PM
Tuesday	10:00AM – 6:00PM
Wednesday	10:00AM – 8:00PM
Thursday	10:00AM – 6:00PM
Friday	10:00AM – 6:00PM
Saturday	10:00AM – 2:00PM
Sunday	closed

Jessica Serrano, *Director*

Sally Colclough
President, Board of Directors

www.saugertiespubliclibrary.org
845/246-4317

Photography by Jay Moore

Case Study: Saugerties Public Library

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Jessica Serrano, Director
jserrano@saugertiespubliclibrary.org

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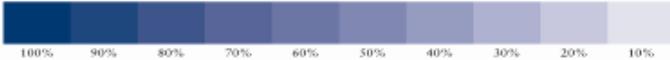
GRAPHIC IDENTITY STANDARDS

A clear, consistent visual presentation strengthens Saugerties Public Library's image. This guide describes the group's graphic identity standards – usage of colors, logos, fonts and graphic elements – that create a strong visual identity.

COLORS

Use the blue, black and green color scheme as dominant colors in corporate pieces. Whenever possible, choose actual PMS (Pantone Matching System) color formulas in order to maintain consistency.

(Blue) PMS 294: in all shades



100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

Black: in all shades



100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

(Green) PMS 377: in all shades



100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

LOGOS

To maintain the full strength of the brand, logos should be used in their entirety and with 1/8" blank space all around.



FONTS

The font for general text usage and body copy is Sabon and is 11 pts. in size with a leading of 14.
 The Sabon font family consists of:
 Sabon Sabon Italic Sabon Bold Sabon Bold Italic

The font for headlines is Futura.
 The Futura font family consists of:
 Futura Futura Oblique Futura Bold Futura Bold Oblique

GRAPHIC ELEMENTS

The active mind element of the logo may be used to accentuate printed pieces, but should not be used in place of the full logo.



100% PMS 377



10% screened PMS 377

Case Study: Saugerties Public Library

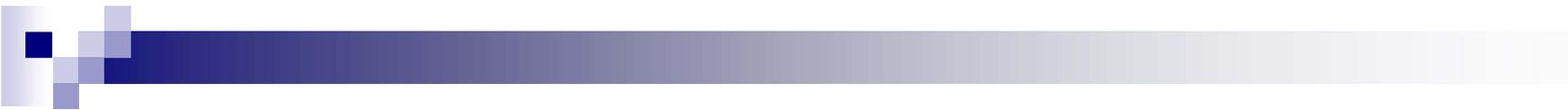
■ Outcome

- 2,084 people voted on Wednesday, May 7th, 2008
- 1,272 voted yes, 812 voted no
- The library won its referendum with 64% of the vote!

Original
Carnegie
Library



8,300+
sq. ft.
addition



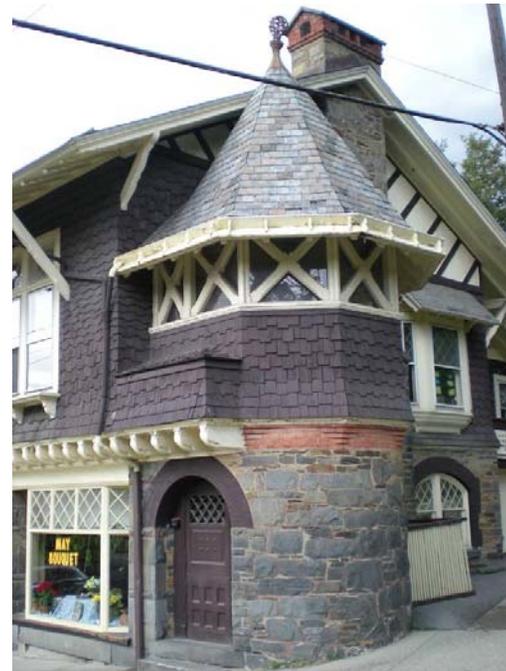
Case Study: Grinnell Library

Association Library, chartered to serve the Town of Wappinger, service are pop. 26,274. mid-Hudson Library System, Dutchess County

- Needed to raise the identity of the library before going to the public with a 414 vote
 - Asking for an additional \$24/year or \$2/month
- SWOT analysis
 - Library has unbelievable customer service
- Strategy
 - Establish an I/you/us relationship between the library and the community

Case Study: Grinnell Library

- Emotional attachment to the present building





Case Study: Grinnell Library

- Customer Service brand + emotional attachment to building =



Case Study: Grinnell Library

- When you do a 414, you need to collect petition signatures
 - (10% of the last gubernatorial election)



Petitioning Palm Card

FOR JUST \$2 A MONTH, THE GRINNELL LIBRARY WILL:

Expand our kids' Homework Help program to five days a week

Expand library hours year-round:

Until 8:30 pm Monday–Thursday, 6pm on Friday, 5 pm on Saturday. Open 3 hours on Sunday

Improve reference desk coverage

Maintain and improve Grinnell's popular programs:

Summer Reading • Computer Tutor • Anime/Manga Club • Family Game Nights • Movies, and • Senior Outreach

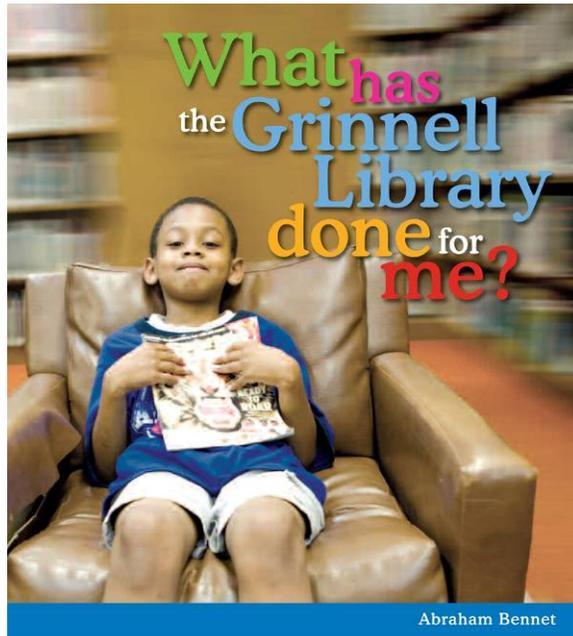
The Grinnell Library will be asking voters in the Town of Wappinger to increase library funding \$2 a month, \$24 a year per household.

THE VOTE WILL TAKE PLACE ON ELECTION DAY, TUESDAY, NOVEMBER 4TH.

Please watch your mail and our local media for more information.

Paid for by the Grinnell Library Association.

Case Study: Grinnell Library

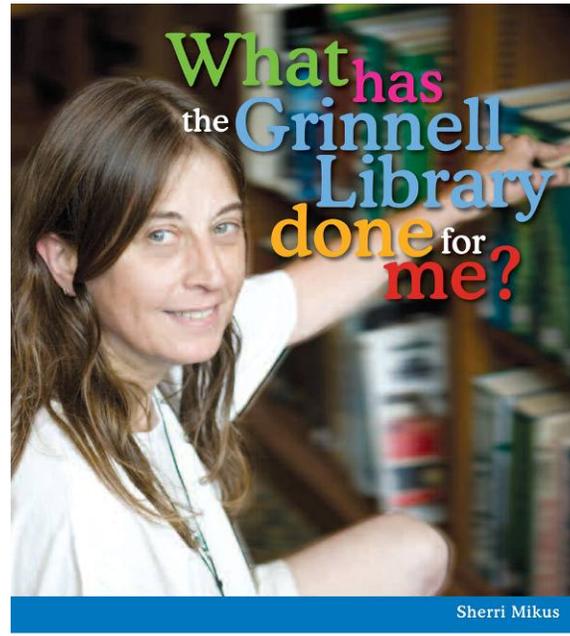


Grinnell helped me:

- find a comfy place to read
- watch my favorite DVD's
- feel good about myself!



2642 East Main Street | Wappingers Falls, NY | 845.297.3428 | www.grinnell-library.org

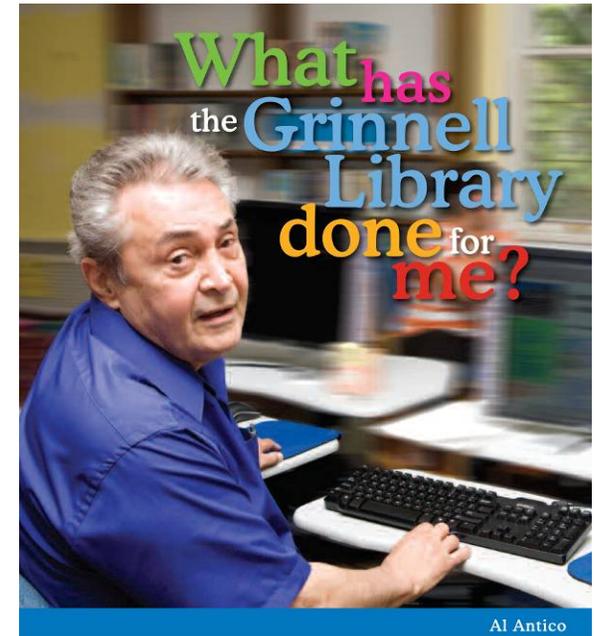


Grinnell helped me:

- research job opportunities
- write a professional resume
- get a great job!



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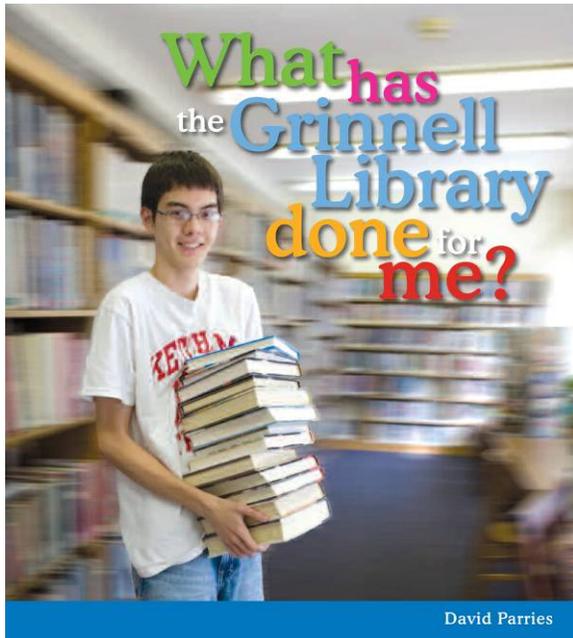
Grinnell helped me:

- learn to use the computer
- understand email techniques
- get online!



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Case Study: Grinnell Library

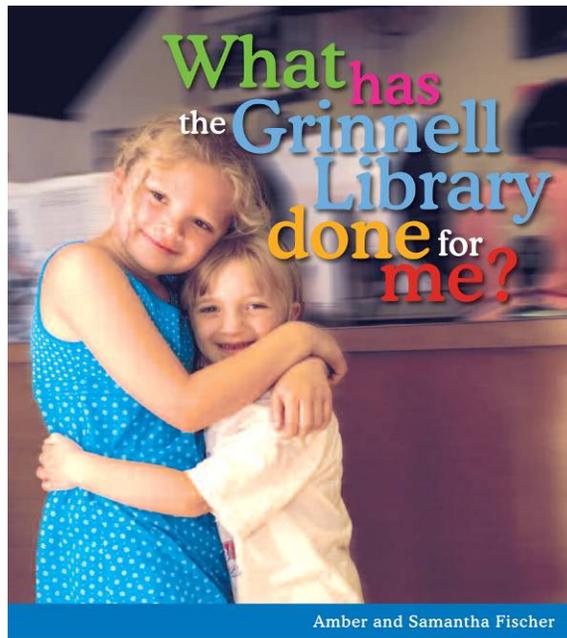


Grinnell helped me:

- find research materials
- write a really big paper
- ace the project!



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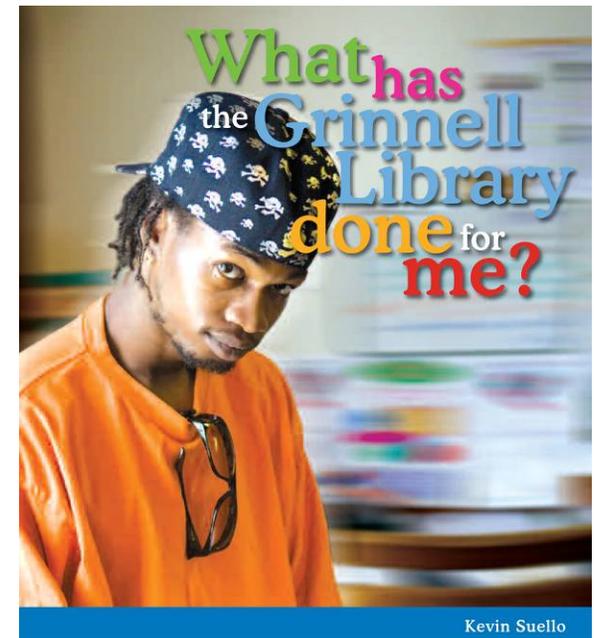


Grinnell helped us:

- stay busy all summer
- do fun projects
- learn together!



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Grinnell helped me:

- discover new worlds
- create my own oasis
- help my community!

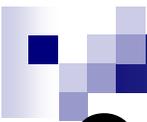


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Case Study: Grinnell Library

- Was on the November 2008 ballot
 - Won with 54% of the vote
 - 3,313 Yes/2,647 No
 - Doubled the library's budget



Case Study: Jervis Public Library

*Association Library, chartered to serve the City of Rome,
service pop. 34,950*

- Jervis is currently functioning with a budget that equals its 2001 budget in terms of real dollars
- Cuts from City of Rome and Oneida County
- Needed to make up for budget shortfalls as well as solidify position in community to stave off further threats

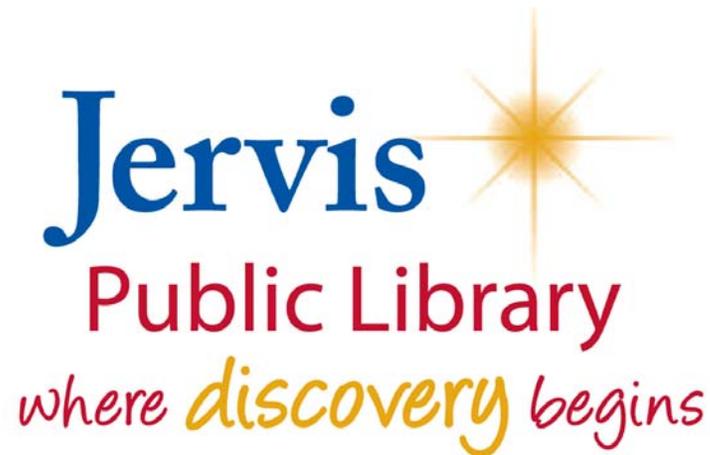


Case Study: Jervis Public Library

- School District Ballot in 2009
- Impact local budget process
- School District Ballot in 2010

Case Study: Jervis Public Library

- Focus Groups
- Brand essence: Growing Potential
- New logo



Case Study: Jervis Public Library

*Learning how to use a computer
at Jervis opened up
a whole new world for me.*

Jane Cameron

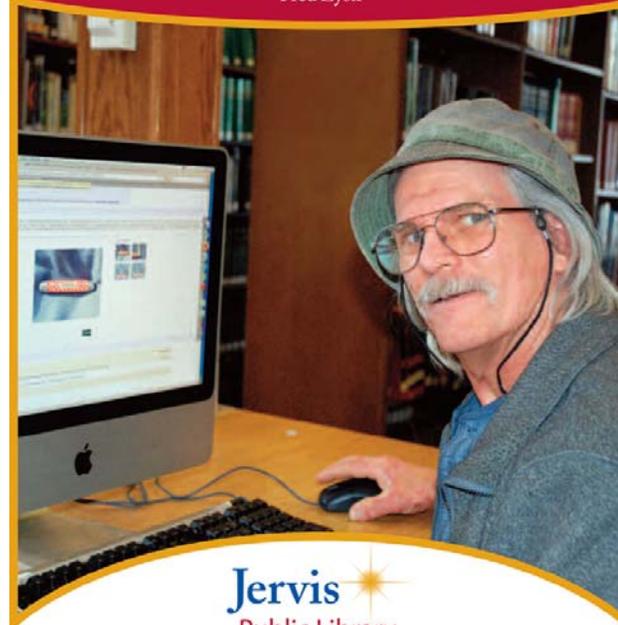


Jervis 
Public Library
where *discovery* begins
www.jervislibrary.org

613 N. Washington St. • Rome, NY 13440-4296 | Phone: 315.336.4570 • Fax: 315.336.2056

*Jervis taught me
how to use a computer
and access eBay—
now I make a living online.*

Fred Zysk



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Case Study: Jervis Public Library

The music CDs at Jervis
inspire me.

Shawn Hoyt



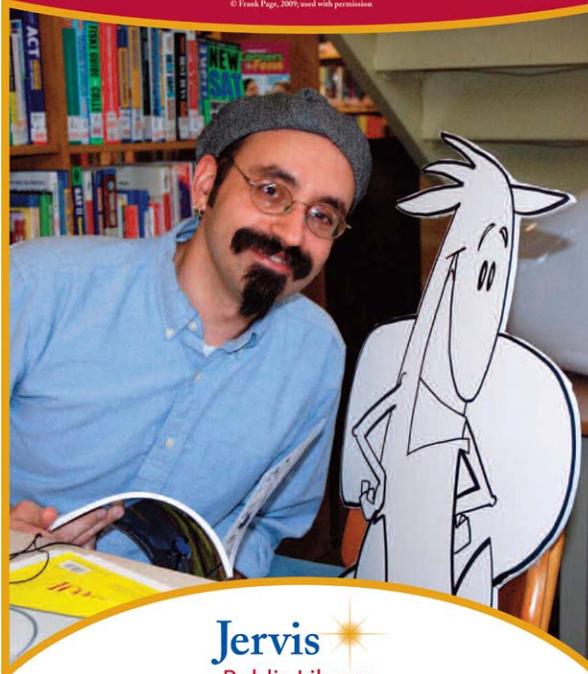
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When Bob and I need a little
inspiration, we come to Jervis!

Frank Page – local cartoonist
& Bob the squirrel

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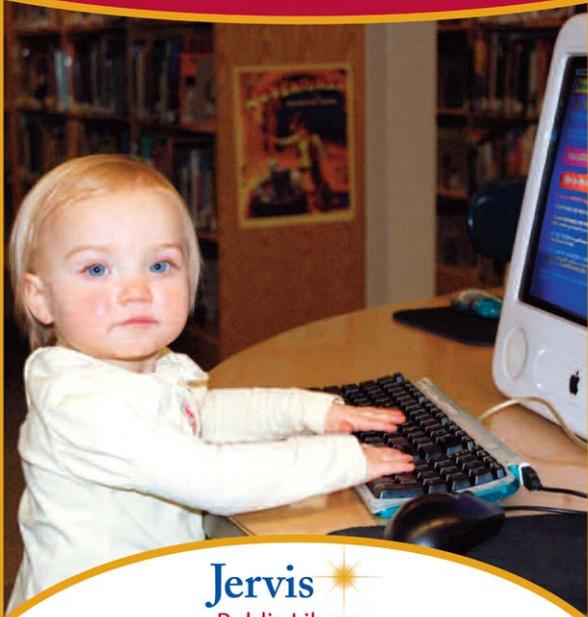
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Case Study: Jervis Public Library

*The wonder of discovery
really does start
at Jervis!*

Bryn Freeman



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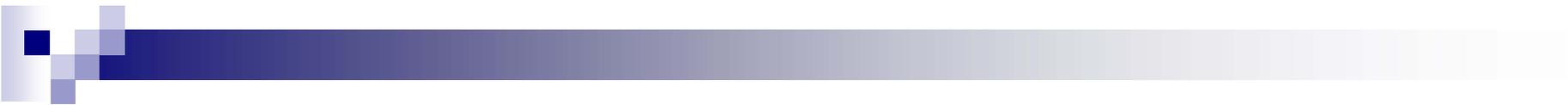
*All roads lead to Jervis
when I'm online.*

Gary Vailes



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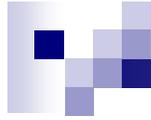
Case Study: Jervis Public Library

- Vote held on May 19th, 2009
 - 1,833 Yes/647 No
 - Won the vote with 74%
 - Increased library's funding by \$250,000!
- Will now take the identified voters, match them up with local elected officials and mobilize for local budget process



Wrap Up

- Public library districts provide more financial stability
- Options:
 - School District Public Library
 - Special Legislative District Public Library
 - Association District Library
 - Additional funding through municipal or school district ballot
- Board Must be “on board”
- Steps to be taken
 - Specific logistical steps for each option
 - Position library as an essential community service before vote
 - Reach out for support
- Campaign
- Vote



This PowerPoint presentation
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and the Library Districts Taskforce
of the New York Library Association.