



# Marketing Youth Service Programs 101

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# The 4P's of Marketing

- Product
- Price
- Place
- Promotion

# The 4P's in Relation to Libraries

- Summer Reading and its associated benefits is your **product**
- The **price** is the cost of summer reading to the taxpayer and the time a patron will put into taking advantage of the product offered.
- The library is the **place** to get this **product**
- **Promotion** is the last step in this cycle to let the community know about your product, where they can get it and how much it will cost.



# Assessing Your **Product**: Summer Reading

- What do you have to offer the community that makes you unique?
- What are the benefits of what you have to offer?
- Libraries do summer reading well. Does your community know this?

# Setting Goals:

What do you want to accomplish with your summer reading program?

- Increase attendance at programs
- Increase awareness of importance of SR  
[www.nysl.nysed.gov/libdev/summer/research.htm](http://www.nysl.nysed.gov/libdev/summer/research.htm)
- Increase and/or improve the community's perception of the library

# Target Audience:

## Identify Recipients of Programs/Message/Goals

- Parents & Caregivers
- School Media Specialists/School Personnel
- Children
- Other Youth Organizations (PTO/PTA/Youth Groups)
- Finding Sponsors & Partnerships with Organizations that Identify with this year's Theme

# Planning:

## Accomplishing Goals & Reaching Selected Target Audience

### Research

- Use available resources from CSLP and the NY State Summer Reading website

[www.summerreadingnys.org/index.php/Librarians/](http://www.summerreadingnys.org/index.php/Librarians/)  
[www.cslpreads.org](http://www.cslpreads.org)

<http://www.nysl.nysed.gov/libdev/summer/>

- Find out who the key contact people are in your community
- Identify stakeholders/sponsorship



# Planning:

## Create a Promotional Calendar

- Keep promotional activities on track
- Keep library staff apprised of SRP activities
- Tools are available from the CSLP manual with calendars that are editable through Word. [www.csipreads.org/](http://www.csipreads.org/)

# Planning:

 <b>One World, Many Stories • May 2011</b> 						
<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
<b>1</b>	<b>2</b> Create promotional materials	<b>3</b>	<b>4</b> Go to a Chamber of Commerce Meeting this month	<b>5</b>	<b>6</b>	<b>7</b>
<b>8</b>	<b>9</b> Contact PTA & Other Youth Organizations	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
<b>15</b>	<b>16</b> Call Schools: Set up school visits/ask for school summer reading lists	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b> Contact local paper: provide SRP promotional calendar & materials	<b>21</b>
<b>22</b>	<b>23</b> Inform library staff of plans & events	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>
<b>29</b>	<b>30</b>	<b>31</b> Create SRP Displays				

# Planning:

## Generate Buzz-Worthy Promotional Materials



- Include Cohesive Components
- Branding Library Image & NY State SRP Logo (available for download at <http://www.nysl.nysed.gov/libdev/summer/facts.htm>.)



# SRP Brand Identity:

Keep Reading This Summer!



**Summer Reading**  
AT NEW YORK LIBRARIES  
www.summerreadingnys.org

Sign Up for the Summer Reading Program @ Your Local Library



## Picture Books

one world, many stories: Explore New York



**Silent Movie**

Avi

**A Nickel, A Trolley, A Treasure House**

Baker, Sharon R.

**Hironi's Hands**

Barasch, Lynna

**My Name is Celia: The Life of Celia Cruz**

Brown, Monica

**Mimmy & Sophie All Around the Town**

Cohan, Miriam, and Thomas Yazarski

**Abbie in Stitches**

Cotter, Cynthia

**Today is Monday in New York**

Downing, Johnette

**The Man Who Walked Between the Towers**

Gorstein, Mordicai

**Storyteller's Candle**

Gonzalez, Lucia

**Jamaica Louise James**

Host, Amy

**Tenth Avenue Cowboy**

High, Linda Oatman

**The Girl on the Yellow Giraffe**

Himler, Ronald

**Feivel's Flying Horses**

Hydo, Heidi Smith




**Summer Reading**  
AT NEW YORK LIBRARIES  
www.summerreadingnys.org



**Summer Reading**  
AT NEW YORK LIBRARIES

# New York State Logo with CSLP 2011 Graphics



**Summer Reading**  
AT NEW YORK LIBRARIES

**Educators: Help your students improve skills through reading during the summer months.**

*“Summer Reading at New York Libraries” gives teachers and parents a proven learning tool that engages and excites youngsters as it raises literacy levels. This is a critically important experience that keeps children learning—and engaged in the wonderful act of reading—even when the school year is over.” —New York State Education Commissioner David Steiner*

**9 Ideas to Get Students Reading this Summer**

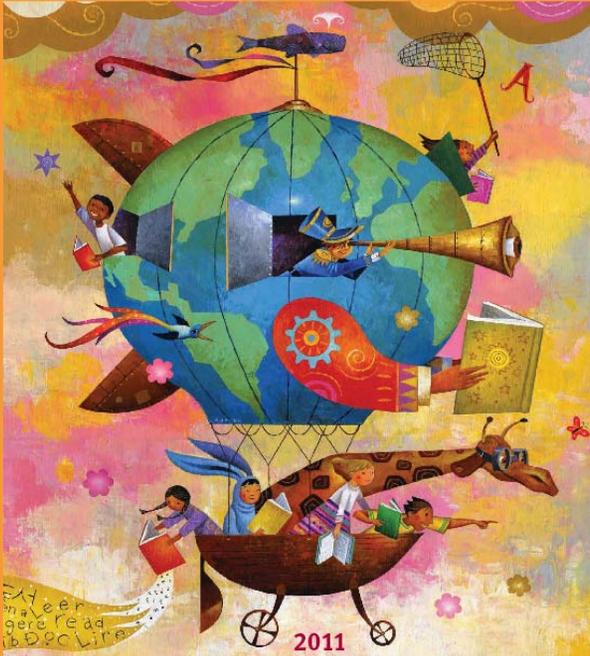
1. Encourage your students to get a library card at their local public library. It's free!
2. Invite a public librarian to your class to introduce this year's summer reading program and theme: One World, Many Stories.
3. Collaborate with your school library media specialist to introduce fun reading about global related themes to your students.
4. Show your class a beach bag of books and magazines that you plan to read during summer vacation.
5. In your classroom post a list of favorite books. Encourage students and parents to add their favorites.
6. Have students start a list of books they'd like to read during the summer.
7. Collaborate with the local public library to ensure your students get the best possible summer reading experience.
8. Encourage your students to share their summer reading experiences when they return to school in the fall.
9. Schedule a story telling festival where students, teachers, librarians, and administrators share stories from their families' cultures.



For information and educational activities check out these New York Summer Reading program sites:  
[www.nysl.nysed.gov/libdev/summer](http://www.nysl.nysed.gov/libdev/summer)  
[www.summerreadingnys.org](http://www.summerreadingnys.org)



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2011

**One World, Many Stories**



**Summer Reading**  
AT NEW YORK LIBRARIES

Through Written or Oral Communication  
Taking the Community from Ambivalence  
to Care – Be Interesting or Be Invisible

Introduce yourself – who are you and why  
should anyone care

Find out how promotional materials should be  
received by that media outlet, school or youth  
group

# Taking the Community from Ambivalence to Care – Be Interesting or Be Invisible

## Send Weekly Updates

- Updates on program happenings
- Highlight your successes and best programs
- Create “Challenges” to keep interest
- Always lead with the local kid who did good (Everyone wants to see a picture of their kid in the local paper)

# Taking the Community from Ambivalence to Care – Be Interesting or Be Invisible

## Follow-up

- Call to see if material was received
- Ask why if not posted or thank you for posting

# Taking Advantage of the Tools Available

- CSLP Manual & Website [www.cslpreads.org](http://www.cslpreads.org)
- School/Public Library Partnership Manual  
[www.nysl.nysed.gov/libdev/summer/slmanual.pdf](http://www.nysl.nysed.gov/libdev/summer/slmanual.pdf)
- Evanced Summer Reader  
[www.nysl.nysed.gov/libdev/summer/smreader.htm](http://www.nysl.nysed.gov/libdev/summer/smreader.htm)
- Photo Share Blogs



# Taking Advantage of the Tools Available

- Facebook/Twitter
  - Promote upcoming events
  - Share with followers a little piece of the library daily!
  - Ask questions and get feedback
  - offer incentives
- Word of Mouth
  - Give good reasons why people should say something good about SRP & your library



# Additional Tools

- Promoting The 2011 Teen SRP through the Teen Video Challenge
- Promotion using the “One world, Many Stories” Video
- [www.summerreadingnys.org](http://www.summerreadingnys.org)
- [www.cslpreads.org](http://www.cslpreads.org)
- Watch for messages from System Youth Services Consultants as new tools become available.

# Evaluation:

- Were original goals met?
- Did the audience targeted respond to the promotional messages?
- What worked and what needs to be tweaked for next year?



# Time:

How to get all of this done in an already busy day!

Carve out ½ hour to 1 hour every day to spend on promotional activities

- Online networking
- Contacting local media and other organizations to get the “word” out

Going through these steps and creating a calendar will really help save time in the long run

# Remember

- **Use the resources** provided through the New York State Library – “Summer Reading at New York Libraries” materials and web sites.
- **Read all e-mails** from your System level Youth Services Coordinator.
- **Use the CSLP web site** and create an account.
- **Remember**, you have a great product – getting the word out is all you need to do.