



NEWPORT  
PUBLIC  
LIBRARY

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## MARKETING PLAN 2015-2017

### EXECUTIVE SUMMARY

This plan will provide guidance to Newport Public Library staff in their work to market the Library's resources, programs, and services to their fullest extent. The information used to create this plan derives in large part from the Library's Strategic Plan (completed in March 2014) and U.S. Census information.

### MISSION STATEMENT

Our purpose: Be the community center that stimulates the imagination, invites and enables lifelong learning for all ages, and creates young readers.

### VISION STATEMENT

We live in a coastal community that cares about each other, the environment, sustainability, education, and the arts. Our vision is: A thriving community where quality of life prevails!

### OBJECTIVES

- Respond and reach out to serve the current and evolving information needs of our diverse community.
- Create a sense of community by providing a welcoming, inviting, secure environment for our public and staff.
- Provide excellent customer service that is both timely and confidential.
- Develop a well-trained, knowledgeable, courteous and professional staff.
- Communicate with our public and staff to ensure vital, relevant and effective library services.

## STRATEGIC FRAMEWORK

Strategic Focus	Investment	Desired Outcomes
<p>Life Enrichment</p> <p><i>Stimulate The Imagination!</i></p>	<p>Reading &amp; Program Spaces</p> <p>Literary and Cultural Programs</p>	<p>Enhanced Quality of Life</p>
<p>Life Skills</p> <p><i>Lifelong Learning For All Ages!</i></p>	<p>Digital Literacy Classes</p> <p>Information Finding</p> <p>Answerland</p> <p>Bilingual/Bicultural Staff</p>	<p>A Community That Reaches Its Potential</p>
<p>Young Minds</p> <p><i>Create Young Readers</i></p>	<p>Ready to Read</p> <p>Storytimes</p> <p>Family Literacy</p>	<p>Foundation for A Successful Life</p>
<p>My Library</p>	<p>Facility Remodel</p> <p>New Facility Planning</p> <p>Technology Management Systems</p> <p>Grow Staff Technology Competencies</p>	<p>A Library That Works For Me</p>
<p>Partnerships/Promotion</p>	<p>Capital Campaign</p> <p>Advocacy</p> <p>Outreach</p> <p>Publicity</p> <p>Community Partnerships</p> <p>Consortium</p>	<p>Maximize The Library's Reach</p>

## COMMUNITY PROFILE

Newport is a city in Lincoln County, Oregon. Newport is the county seat of Lincoln County. It is the home of the Oregon Coast Aquarium, Nye Beach, the Yaquina Head Lighthouse, the Hatfield Marine Science Center, and the NOAA Marine Operations Center – Pacific. According to the 2014 American Community Survey by the US Census, the median age of Newport residents is 44.5 years. 19% of residents are under 18, while 38.4% are 55 years and over. 11.8% identify as Hispanic or Latino. The median household income is \$41,724.

## ABOUT THE NEWPORT PUBLIC LIBRARY

The Newport Public Library is a municipal library and department of the city of Newport, Oregon. The Library serves the residents of Newport and the surrounding unincorporated areas of Lincoln County. Nearly 75% of the 18,500 residents in NPL's service area have an active library card. Resources include: 84,000 physical items in circulation, 54,000 digital items available for download, 33 subscription databases, 3 meeting rooms, free wireless internet access, 16 public computers, 1 public copier/scanner, comfortable seating areas, and a welcoming Children's Room. Almost a quarter of a million people of every age visit NPL annually. NPL is a member of the Oceanbooks Consortium, which includes the Driftwood Library in Lincoln City and the Tillamook County Library. The cost per capita amounts to \$53 each year. In 2014, 70% of the voters of unincorporated areas of Lincoln County approved the renewal of the 5-year local tax option of 9¢ per \$1,000 assessed property value.

## CURRENT MARKETING SITUATION

There is no marketing plan in use at this time. The Library has accounts on a number of social media sites, including Facebook, Pinterest, YouTube, and Flickr. Promotion of Library programming takes place on the digital reader board by the Library's circulation desk, the Library website, local news media outlets, posters placed around town, and Facebook. Handouts are created for Toddlertime, Preschool Storytime, Literary Flicks, Reading Circle, and Summer Reading programs. Posters are created for adult programs and placed near the reference desk and on the reader board. Library staff also promote programming on outreach site visits.

## TARGET AUDIENCES

- Citizens of Newport and surrounding unincorporated areas
- Government and public officials
- Educators and education administrators
- Business leaders
- Potential and existing Library volunteers and donors

## GOALS

1. Create unified and consistent Library marketing materials
2. Increase traffic to the Library website
3. Increase awareness of Library resources and programs

## MARKETING STRATEGIES

### Goal 1: Create unified and consistent marketing materials

#### Strategies

- Create a Marketing Committee that will complete the Style Guide and distribute to staff
- Create and implement a Style Guide

#### Evaluation

- Compare new marketing materials against Style Guide and alter materials and/or Style Guide appropriately

### Goal 2: Increase traffic to the Library's website

#### Strategy

- Work with the IT Department to redesign Library website according to user experience (UX) principles (i.e., discoverability, learnability, efficiency, system performance, delight)

#### Evaluation

- Use Google Analytics to track usage
- Collect user feedback in focus groups

### Goal 3: Increase awareness of Library resources, services and programs

#### Strategies

- Increase online presence by creating Twitter and Instagram accounts
- Grow the number of followers on existing Facebook account and the new Twitter and Instagram accounts
- Create monthly email newsletter
- Continue to email program and resource press releases to local media outlets
- Continue to work with community partners to publicize events

#### Evaluation:

- Track follower and engagement stats on social media as well as continuing to track the Library's physical data (door counts, circulation stats, etc.)