



Edith B. Siegrist Vermillion Public Library
18 Church Street, Vermillion, SD, 57069 ▪ (605) 677-7060 ▪ www.vermillionpubliclibrary.org

Communication & Marketing Plan

Edith B. Siegrist Vermillion Public Library

Mission:

The Edith B. Siegrist Vermillion Public Library (EBSVPL) serves as a welcoming community center whose staff, resources, programs, and services enrich lives and provide for the educational and informational needs of our diverse community.

Values:

We serve all people in the Vermillion area: individuals and groups of every age, economic level, occupation, ethnic origin, philosophy, and human condition.

- Enhance quality of life.
- Inspire, inform, and entertain.
- Help the community live, learn, and grow.

Tagline: *Expanding minds. Empowering people. Enriching community.*

Purposes of this plan:

To provide a strategy for marketing, communications and branding of the EBSVPL to best serve the Library and its constituents.

To streamline communications between the Library and its patrons, staff, Board of Trustees, ancillary organizations (Library Foundation and Friends of the VPL), general public, and elected officials.

To maximize the potential impact of available services and resources employed in the marketing and communication of Library services, resources and programming.

Communication Objectives:

To promote and increase awareness of the EBSVPL and enhance the perception of EBSVPL as a valuable resource by:

Providing residents with the information and tools they need to successfully access the resources of the Library,

Working through print and electronic media to emphasize the importance of membership in the Library,

Stressing the role of active participation in the Library as key to receiving maximum user benefits,

Developing and distributing timely, effective publicity, news and information about the EBSVPL and its membership.

Communication Goals:

- Increase awareness of the benefits of Library services and resources
- Provide residents with information about professional development and educational opportunities, available either internally, virtually, or within the community
- Continue to cultivate the Library as an inviting, comfortable and useful 'third space' for citizens of any background or ability
- Provide EBSVPL staff with the information and tools they need to successfully support and promote the Vermillion Public Library to patrons of all ages
- Inform key audiences about libraries and the benefits they bring by utilizing and participating in national library awareness campaigns (Libraries Transform, Outside the Lines, etc.)
- Provide residents with timely, effective news and emerging trends in information access and education
- Collaborate and cooperate effectively with a variety of organizations whose work supports the mission of the EBSVPL
- Increase awareness of EBSVPL roles, activities and leadership
- Work with print and electronic media to emphasize the importance of reading, information access (and specifically, digital access) and education as a community value that affects quality of life
- Increase usage of digital communication, via social media, email lists, etc. with patrons and with the general public

Target Audiences:

- Patrons
- General Public
- Staff of EBSVPL
- EBSVPL Board
- Friends of the EBSVPL
- City Council
- Regional community organizations
- South Dakota Library Association
- District Legislators, County Commissioners
- National Library associations (ALA, PLA, ARSL, IMLS, etc.)

Positioning Strategies:

The EBSVPL is successfully working to empower its community through access to information.

The EBSVPL is a responsible body working hard for excellence in service to its patrons.

The EBSVPL is listening to its membership and to the community.

The EBSVPL's staff is knowledgeable about key issues facing its community, and libraries today.

Key Messages:

- The EBSVPL is here to assist ALL.
- Libraries are effective, efficient, vital community resources.

Procedures/Action Plan:

1 - The EBSVPL website will serve as one of the primary forms of communication with the public. It will include the following, at a minimum:

- Services available
- Research databases
- Contact list for staff and Board members
- Mission Statement
- Policies and Procedures adopted by the EBSVPL

2 – The Library will maintain a Facebook page for posting events and other pertinent announcement. Other social media may be employed, upon on-going evaluation.

3 - Other communication tools will include, but are not limited to, the following:

- Newsletters and calendars
- Brochures and flyers
- Daycare and school visits
- Chamber Newsletter
- Newspapers and Shoppers
- U.S. Mail

4 - VPL will maintain the following communication resources:

- Fax machine
- Adequate telephone lines
- Internet connectivity
- Email accounts for all EBSVPL staff
- Mail delivery

5 - Internal Communication

- Sharing the mission, strategic plan and updates
- Soliciting staff input
- Equally distributing information and policy updates

6 – Regularly-scheduled staff meetings will occur monthly in the library. Relevant library information and concerns will be discussed among staff. Topics of discussion and new information will be distributed via email to work-study staff, and staff unable to attend meetings. A calendar displaying dates of importance for the staff and work-study employees shall be hung in the back. Weekly emails will be sent to all staff members.

7 – Library Board meetings will occur monthly in the library. All Board members and public affiliates shall receive copies of the Board meeting packet the Friday prior to the scheduled Board meetings. Packets will include an agenda, minutes, financial reports, and other supporting documentation.

Evaluation:

- Seek feedback through annual member surveys, with different focus to be prioritized each year
 - Implement strategies developed by Project Outcome, via ALA
- Meetings with various stakeholders, especially collaborating organizations
- Discuss potential focus group research with Chamber
- Email feedback
- Word-of-mouth

Updated November 21st, 2016

Updated July 18th, 2019