1. **Introduction**

Our main purpose in taking part in a WOMM campaign is to increase program attendance among certain audiences that the library is meant to serve.

Strengths: Friends Group, supportive patrons, community spaces at the library, active but not overwhelming Trustees, our programs are always FREE

Weaknesses: lack of desired level of funding for programs, teens are uninterested and/or unable to come to the library, no ability to do outreach effectively, no designated marketing person or plan, location off the main traffic areas of town

Opportunities: many active community groups that could use the library, local farmer’s market where we could have a presence, many community events where we could have a presence, electronic town signs to advertise programs, connecting with local businesses to hang up event posters, Mary B. is our town Director of Communications, Sharon A. runs the Community Kangaroo website, creating a library logo would increase our potential to stick in people’s minds

Threats: our community is fairly affluent so that a free program is not necessarily competitive with the other options around town, people power/staffing/volunteers-our staff size compared to the population we serve does not allow for many of the initiatives we would like to provide

2. **Communication goal**

Our ultimate goal is that people will regularly think to check our events calendar for things that interest them. People will tell each other about our programs and they will end up bringing each other to us.

3. **Objectives**

1. Compare program attendance now to attendance in Feb. 2018 aiming for a 25% increase.
2. Observe and record how fast the registration lists for programs fill up. Eventkeeper tracks the day and time of each sign-up.
3. Compare number of repeat visitors with new visitors. This will be a little more complicated since a new visitor is only new one time, but we think it is worth it to analyze the registration lists to see how many new people are aware of, and prompted to actually attend, the programs we offer.
4. Compare the door-counter numbers from month-to-month or year-to-year.

4. **Positioning statement**

The library has programs that are valuable to our patrons based on interest rather than need, we are not the last resort for something to do. We aim to be valuable to all our patron groups (of every age), not just the groups that people generally perceive the library to be intended for (toddlers and parents, adults searching for jobs, etc.).
5. **Key message**

Medway Library- Something for Everyone, Something for You!

6. **Key audiences**

External Audiences: Teens, Adults (with or without children), Seniors, Community Groups
Internal Audiences: Trustees, Friends, Staff

7. **Communication strategies**

Delivering the Message:
1. Create a logo
2. Add a tagline to all emails (ie. Medway Library- Something for Everyone, Something for You!)
3. Utilize Medway Cable Access by making more film promos and posting library event information on their facebook page.
4. Partner with local groups such as Medway Community Farm, schools, Community Ed, Community Kangaroo and Medway Economic development committee.
5. Post more Flyers around town, utilize local facebook pages such Medway Library, Friends of Medway & Town of Medway

Action Steps:
1. Identify and contact key people to inform them of programs and propose partnerships
2. Create a schedule for distributing flyers and publishing Facebook posts
3. Create a Master Media Plan - share contacts, schedule cable promos, have a schedule of when flyers get made and social media posts get published
4. Ask key people to share events with other groups, as well as be more interactive at the circulation desk (inform patrons of events that they may like to attend)
5. Attend more events around town, set up booths with display items and library information.

All of the above strategies requires minimal budget

8. **Evaluation**

We are looking for an increase of 10% new visitors each month (this includes program attendance only) and 25% increase in program attendance in general.

We will compare attendance of programs by type of program and audience. This will allow us to better monitor each of our target groups we are trying to bring into the library.

Kept track of anecdotal conversations we have with patrons. Note when positive or negative feedback is given about a program.