Introduction

The Salisbury Public Library is a suburban library on the North Shore of Massachusetts serving a population of approximately 8,000, with an additional summer population of 20,000 and approximately one million summertime day trippers. In the Fall of 2015 our new library building project was completed. Prior to the new building, library services were very limited due to a lack of resources. During the last 18 months we have been building up our eResources and programming. Our goal is to expedite the community’s understanding that their new library is relevant to their everyday lives by increasing awareness & usage of all the resources that the library offers.

Strengths – We have a new building and a community that supports its library or else we wouldn’t be in a new building!

Weaknesses – Some members of staff are resistant to change/learning new things. There are part time staff who may be slow to come on board because they are here so infrequently.

Opportunities – Members of the community are all curious about their new library building, whether or not they use it. This is a perfect opportunity to show non-users what their library can do for them and to expose existing users to new resources.

Threats – Need to make sure ALL staff is well-trained and feels comfortable promoting the resource of the month so we project a consistent message.

Communication Goals

Our primary goal is to get the message out that the new library is not just your Grandmother’s library, but a multi-faceted community resource that offers many services and resources intended to improve and enrich life for every member of the community. We will focus on eResources and museum passes.

Objectives

Increase electronic resource (both eBooks and databases) use by 25%

Increase museum pass checkouts by 25%

Positioning statement

Hey! What’s your problem? The Salisbury Public Library has a solution!

Key Message

You might be surprised what your new library can do for you.

Key Audiences

All residents of Salisbury, year-round and seasonal, both library users and non-users.
Strategies/tactics/tools

Choose 12 resources we want to promote and assign one to every month of the coming year.

- Internal
  - Educate all staff about the resource of the month so they have a complete understanding of the resource and how to pitch it to people.
  - Encourage staff to promote the resource during any interactions with patrons where it feels relevant.
  - Reward staff when they promote the resource.

- External
  - Conduct weekly “How-to” sessions for patrons (i.e. Every Tuesday at 4 PM we have an info session on whatever the month’s resource is) so there are multiple opportunities for people to attend and learn about each resource.
  - Build a page on our website related to this project – an overview of all the months’ topics and a calendar of events – links to more info etc.
  - Create relevant displays in the building to promote the resource
  - Cross promote with community organizations – Pettingill House, Maris Center –Link Houser, school guidance counselor, driving ed. schools, senior center, Salisbury mom’s group, events at the beach etc.)

Tools

- Signs all over the building wherever it makes sense (Zinio at mags etc.)
- Create a “New Resources Central” display that rotates out every month and has detailed info about the resource of the month
- Get a sandwich board for outside
- Promote on social media
- Use screen savers at OPAC stations to promote resource of the month
- Slip a bookmark with info about the resource of the month into every checkout
- Coolers, drink koozies and to-go bags: “Hey! What’s your problem? The Salisbury Public Library has a solution!”

Evaluation Measures

- Collect statistic for database and eBook usage
- Collect statistics for Museum Pass usage