Introduction: “Find it all @ the Westhampton Public Library (WPL)”: We’ve all heard it too many times- a variation of “you can find that at the library?!” The goal of this word of mouth marketing plan is to try to introduce new and existing patrons to the resources available to them at the library and through our library system- the Central/Western Massachusetts Automated Resource Sharing (CWMars) and through the Commonwealth Catalog and beyond.

SWOT Analysis:

- Strengths- The library is well used by Westhampton patrons and patrons from surrounding towns, patrons are generally interested in new happenings at the library.
- Weaknesses- It can be overwhelming for patrons to try to learn how to request items through Inter-Library Loan and ComCat if they aren’t technologically savvy.
- Opportunities- There is a great opportunity here to improve circulation and patron awareness regarding our collection and the collection available to them through CWMars or ComCat.
- Threats- Patrons may simply not be interested in learning the ins and outs of requesting items.

Communication Goals:

1. Patrons become more aware of the items the library has to offer such as popular magazines and new DVD releases.
2. Introduce more patrons to the items available to them through Inter-Library Loan with CWMars and ComCat.

Objectives:

1. Circulation will increase due to increased knowledge of the library collection and Inter-Library Loan.
2. Patrons will become comfortable searching for and requesting items in their library accounts on their own and from home.
3. Inter-Library Loan deliveries will increase in size due to better understanding of requesting items.

Positioning Statement: “Find it all @ the Westhampton Public Library”- we want patrons to know that they have a world of information available to them at the Westhampton Public Library- and all for free! If there is an item we don’t own, chances are, we can request it through ILL.

Key Message: Discover all the resources the library has to offer.
**Key Audiences:** Key audiences for this project include all age groups including children, teens, and adults. For the adult age group, we will mainly be focused on promoting ILL. For the children and teens age groups, we want to highlight the collection and what we have to offer (this project was inspired by a teen who didn’t know the library had DVD’s to borrow- and was very excited to discover this!).

**Strategies/Tactics/Tools:**

1. The message will be delivered by library staff and volunteers, promotional posters in the library, on social media, the library website, library displays, and publications that share library events.
2. We will try work with various organizations in town, such as the Council on Aging, to spread the word about library services.
3. One to three workshops will be held to teach patrons about their library accounts and requesting items.

**Plan:**

We will begin by creating promotional materials and displays for the library. We will make sure all staff and volunteers are on the same page and can help spread the word using WOMM. Once in June, September, and November (dates TBD) we will host events open to patrons interested in learning about their library accounts and how they can request items. Depending on interest, one event will be regarding logging into their library account and requesting, one about searching the catalog, and one about ComCat. Throughout the entire period, we will be posting regularly helpful hints or notes about the library collection on the Facebook, e-newsletter, and any other avenue we decide.

**Evaluation Measures:** Success will be measured by circulation rates (with particular attention to certain areas such as the DVD’s and magazines that patrons may not know we have), rates of incoming ILL’s, and how well patrons manage to log in and request items on their own and feel comfortable and confident doing so.