

Estes Library Marketing Plan Categories - OCTOBER 2007
Creating a Better Future for the Estes Valley

After careful review of the comments from community forum attendees, the forum consultant and ongoing feedback from additional members of the community, the Estes Park Library's marketing committee has defined its Marketing Plan and will focus on the following categories:

1. MULTIGENERATIONAL:

Library literacy partnerships between elders and children; multiage activities; support for young families in Estes; partner with Senior Center and Schools; Enhance Youth Services

2. MULTICULTURAL:

English and other language conversation groups; increased Spanish collections and services, greater outreach to ESL community members

3. TECHNICAL:

Technological literacy training for senior citizens; technology classes for all levels/ages

4. ENVIRONMENTAL:

Beetle kill; tree health; community/ local gov't leader in going 'green'; clearinghouse for government / sustainability resources & information

5. FORMAL LEARNING:

Support Osher Institute continuing education series as a partner w/Senior Center

6. PROGRAM SERIES:

---WINTERTIME PROGRAMS---

"Dewey Speaker Series"

Travel Lectures

Film Series

Partner w/local services & groups: Museum, Genealogy, AAIL, RMNP, etc.

---COMMUNITY CONVERSATIONS---

Host topics for civil discourse / Opposing Viewpoints

Relevant issues

Foundation Freedom Forum

"One Book/One Community"

---LITERACY/LITERATURE PROGRAMS AND SERVICES---

Book club support and partnership

"One Book/One Community"

Literacy/Underserved services and partnerships

Market Plans will be written based on basic project planning principles.

In addition, the community asked us to BETTER PUBLICIZE the services we offer. Therefore we will also focus on: Target audiences; Target communication mediums; Consistent graphics; Staff promotion role. This includes a PR Czar and other concepts.

WHAT CAN THE LIBRARY DO?

[Specific outcomes as outlined by each of the three Focus Groups]

Group 1

- Publicize themes using books, speakers
- Affiliate with colleges: distance learning
- Computer education classes for Seniors
- Publicize programs better
- Verbal community/communication (?) center
- Partnership opportunities between older and younger residents
- Offer educational seminars

Group 2

- English & Other Language classes
- Tutoring / book clubs
- Winter Town appeal: speakers
- Multi-age activities
- Travel lectures

Group 3

- Library more accessible to Hispanic members of community
- Education: everything (!)
- Theatre
- Delivery of books via internet
- Tech Training
- Meeting Rooms