

June 1, 2023
Item 5

**SUBJECT: REVIEW AND DISCUSS THE PLEASANTON LIBRARY MARKETING
PRESENTATION**

SUMMARY

In 2018, the newly integrated Library and Recreation team developed a strategic plan to provide focused mission, vision, values, and five-year goals for the department. Marketing for divisional programs and collaborative programs was identified in Strategic Plan Goal B: Community Engagement, Customer Service, and Communication. This presentation provides a summary of the department's marketing efforts, including tools and resources, audience insights and interdivisional collaboration.

RECOMMENDATION

Review and discuss the Pleasanton Library presentation.

FINANCIAL STATEMENT

There is no financial component to the marketing presentation. Individual marketing efforts may require funding and will be addressed through the budget process.

BACKGROUND

In 2018, the newly integrated Library and Recreation team developed a strategic plan to provide focused mission, vision, values, and five-year goals for the department. Marketing for divisional programs and collaborative programs was identified in Strategic Plan Goal B: Community Engagement, Customer Service, and Communication.

DISCUSSION

The Library and Recreation Department employs various methods of communication to reach target audiences and engage the community. There are a variety of different communication channels available, and the staff determines which channels should be utilized for any given project.

Types of Marketing Tools

Flyers, web pages, newsletters, social media posts, surveys and signage are created for many programs. The Library website is one of the most visited pages in the City and programs are also promoted on the Library's online event calendar using the software BiblioEvents. Every Library program is added to the calendar and a unique event page is created for each program, which provides customers with important event details, suitable age groups and the languages offered. Furthermore, each event page includes the option to register online, which simplifies the sign-up process for both users and staff. Event flyers are created for programs and translated into Spanish, Chinese, Korean, Tagalog, Russian and other languages. The flyers are created by staff using a variety of industry-standard design tools, including Adobe InDesign and Canva, as well as LibraryAware—an online design program specifically for libraries. Signage is designed for select programs and large-scale projects using foam core posters, A-frame signs, and vinyl banners.

Programs are regularly promoted on the Library and Recreation social media platforms. The primary social platforms for the department are Facebook and Instagram, with secondary platforms such as NextDoor, YouTube and TikTok. This focus on some platforms over others is based on several factors, including where the audience is, the type of content we want to share and goals for building awareness and engagement, among others. Library and Recreation averages 25 Facebook posts per month — many of which are promoting programs and events.

To gauge marketing reach and program impact, surveys are created for each program and sent to participants following program completion. Results are used to guide future programming decisions. Each survey is designed to deliver insight into the following: 1) participant satisfaction; 2) program areas in demand; 3) where more options are needed to better serve community need; 4) preferred communication methods; 5) demographic info for DEI purposes; and 6) feedback on how well we are meeting our mission/vision; among other information.

The library newsletter remains a popular resource, is distributed monthly, highlights different programs each month and is sent to an audience of 44,015 contacts.

Collaborative Library and Recreation Programming as a Marketing Tool

The different divisions of the Library and Recreation Department also use one another to help boost awareness of programs and services. Collaborating on programs often reaches new audiences, such as engaging theatergoers with library programs or library users with other service offerings.

As with previous years, the Summer Reading Program features events and activities involving Recreation. Events are hosted in coordination with recreation staff at City facilities and have included pop-up programs at Pleasanton community parks, Pleasanton Youth Drama Camps showcases at the Firehouse Arts Center and live performances at the Amador Valley High School theater.

Co-marketing efforts have included press releases highlighting all events in the Summer Reading program, promotion on both the department and Firehouse Arts social media platforms and event pages, and registration on both the Library and Recreation department and Firehouse Arts Center websites. Additional recent examples of comarketing activities between Library and Recreation include the Black History Month event series as well as an author visit and story time at the Dolores Bengtson Aquatic Center (DBAC).

For the past couple of years, library staff and recreation staff have met prior to Black History Month in February to collaborate on the promotion of events honoring the month-long observance. These events have included Firehouse shows, featured speakers and musicians at the Pleasanton Library, Film and Book Club meetings and the promotion of online resources to learn more about black history and culture. Promotional flyers and graphics have been created to highlight each event as a connected series, which is then shared across each division's newsletter and housed on various webpages (including the Library and Recreation department website and the Firehouse Arts Center homepage), on social media and in printed flyers available at department facilities.

The recent author visit at DBAC is another example of the way in which staff on both sides of the department are regularly meeting and leveraging the programs, resources and facilities available cross-departmentally to help broaden audiences for all departmental services. At this recent author visit, the author was presenting a new children's book about learning to swim. By hosting the program at the Aquatic Center, individuals who regularly attend library events were then exposed to DBAC and its staff team. The book talk was followed by water safety tips presented by DBAC staff, which helped tie together the work being done at the Library and at DBAC.

Audiences

Social media audiences for Library and Recreation are reflected collectively for the department's social media sites. The department boasts 4,445 current Facebook followers, and 1,574 Instagram followers, with an average of 40% of users from Pleasanton and the remaining from the Tri-Valley area. Women represent roughly 80% of all followers, with women ages 35-54 representing over half of all followers.

Website visits are tracked on both the City website (Civica) and the Library's online catalog and events platform (Bibliocore). In FY 2022, BiblioCore received nearly 3 times the visits of Civica, meaning a significant proportion of users navigate directly to the Library online catalog and events pages.

The Library and Recreation Department takes a multifaceted approach to marketing its programs. While there are many processes in place to increase efficiency and create consistency, the tools that are used and the assets that are developed can vary and are often determined by the target audience, size of event, community impact, and other factors.

Submitted by:

A handwritten signature in black ink, appearing to read "Lia Bushong", enclosed in a thin black rectangular border.

Lia Bushong
Assistant Director of Library and Recreation

Attachment:

1. Library and Recreation Strategic Plan 2019-2024
www.cityofpleasantonca.gov/civicax/filebank/blobdload.aspx?BlobID=34104