MARKETING PLAN ASSIGNMENT

Recently, you read Ch. 3: Developing a Marketing and Communications Plan. In this assignment, you are asked to imagine that you are working in the marketing department of an information institution (public library, academic library, archive, etc.). Select a specific, existing information institution of your choice and develop one goal for a program or initiative you would like to put into place. Complete and submit the attached template. Please refer to Chapter 3 in your *Library Marketing and Communications* textbook for further support in completing the marketing plan template. **This assignment is worth 30 points.**

Marketing and Communications Plan for __College of DuPage Library____

DATES: 7/1/2025 – 6/30/2026
(Insert time span—usually one year. Be as specific as possible; include start and end dates.)

GOAL: Students will understand the depth and breadth of electronic resources offered by the College of DuPage Library and how they can assist with educational goals as well as improve their cultural experience.

MEASURABLE OBJECTIVES:
1. We will increase usage of electronic resources by an average of 10 percent, as measured by usage statistics compared to the previous year.
2. We will increase student awareness of electronic resources as a viable research tool, as measured by 75 percent or more of respondents to a survey answering, "I use the library's electronic resources for class assignments at least once a semester."
3. We will increase student awareness of electronic resources that can be used for leisure or cultural experiences, as measured by 60 percent or more of respondents to a survey selecting at least one resource from a list of, "I use the following resource for non-class-related learning or entertainment:"

AUDIENCES:

INTERNAL	EXTERNAL	FUNDING STAKEHOLDER
- Librarians and Library Staff - College Employees - Faculty - Internal leadership	- Students - College Media - Resource Vendors	- College Board Members - Parents who pay tuition

KEY MESSAGES:

Key Message: College of DuPage Library offers a variety of electronic resources that support educational goals.

Supporting Statements:
- We offer 155 different electronic resources or "databases" via our website.
- Our databases are organized into 86 different subjects and categories to make them easy to narrow down for classwork and showcase our variety.

Key Message: College of DuPage Library invests significantly in providing top-tier electronic resources and hiring expert staff to oversee them.

Supporting Statements:
- We have a dedicated Electronic Resources Coordinator and a Digital Content and Open Access Librarian who oversee all of our resources to make them as accessible as possible.
- All of our reference assistants and faculty librarians are available to share their expertise on using databases for research and improving search results.

Key Message: College of DuPage Library has a selection of electronic resources which can be used for recreation and cultural experience.

Supporting Statements:
- We have 12 databases labeled "digital media," including several services for streaming films, accessing audiobooks or music, and professional development resources.
- We offer access to several popular mainstream publications, including the New York Times, the Atlantic, the Wall Street Journal, and the Washington Post, in addition to digital magazine platforms like Overdrive and Flipster.

STRATEGIES, TACTICS, AND ACTIVITIES:

Objective 1: We will increase usage of electronic resources by an average of 10 percent, as measured by usage statistics compared to the previous year.

- Strategy: Improve marketing materials and fluency of website access to the e-resources.
  - Tactic: Add rotating banner ads and more robust tagging and filtering system for resources to make large number of resources more accessible via the website.
    - Activities:
      - Create banner ads for largest and/or most popular resources.
      - Analyze current tagging and filtering on resources and update where necessary.
      - Create curated lists of resources to improve access.

- Strategy: Promote the electronic resources internally to staff and faculty with more detailed explanations and tutorials so they can share them with students.
  - Tactic: Write a monthly newsletter exploring a different resource each month with a deeper dive into the resource's possible uses.
    - Activities:
      - Choose a resource for each month's newsletter.
      - Write the newsletter and source visuals of the resource.
      - Craft an email list appropriate for sharing this newsletter.

Objective 2: We will increase student awareness of electronic resources as a viable research tool, as measured by 75 percent or more of respondents to a survey answering, "I use the library's electronic resources for class assignments at least once a semester."

- Strategy: Personalize the possibilities of the electronic resources as a research tool by using media outreach to the college newspaper.
  - Tactic: Pitch an article detailing a specific story of research success with an emotional hook using storytelling techniques.
    - Activities:
      - Find a student with a story of research success willing to share their experience and arrange an interview.
      - Contact the editors of the college newspaper to pitch the story.
      - Write the article and promote it on the library website once published.

- Strategy: Work with internal reference staff to promote using the resources for research at the reference desk.
  - Tactic: Provide flyers and tutorial handouts alongside in-person trainings for reference staff.
    - Activities:
      - Write and design effective handouts for the reference desk.
      - Develop training materials and messaging for reference staff.
      - Schedule in-person trainings for reference staff.

Objective 3: We will increase student awareness of electronic resources that can be used for leisure or cultural experiences, as measured by 60 percent or more of respondents to a survey selecting at least one resource from a list of, "I use the following resource for non-class-related learning or entertainment:"

- Strategy: Increase awareness of recreational databases with every new library card or student ID.
  - Tactic: Create a small flyer that can be inserted into library card mailings or handed out when student ID pictures are taken.

- Activities:
  - Narrow down the database list to popular recreational databases.
  - Source logos and brief descriptions for each database.
  - Design and print the flyer via the college's print shop.

- Strategy: Encourage leisure and cultural experiences via electronic resources by engaging on social media.
  - Tactic: Create fun YouTube-style videos exploring different resources, sharing basic tips, and using the resources for media analysis.
    - Activities:
      - Select the best topics to make videos about and which resources will be used.
      - Script the videos and plan the set and filming schedule.
      - Film and edit the videos, then post and promote them on the library's social media channels.