Template

**Innovative Marketing Initiatives**

**Service Assessment\***

*To position our library as a leader and creative catalyst to explore and initiate new ways to build partnerships, strengthen community, and contribute to local development.*

**Event, Program, Project, Collection: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**I. How does this effort fit with our library mission and strategic plan? What do we want to accomplish?** (For example: Increase attendance to programs by x%; create awareness of new collections; attract new users in these age groups; build local business partnerships, etc.)

**II. Who is our targeted group?**

**III. How will we assess the needs of our target group?**

**IV. How will we know if the interests and library usage of this target group has changed? What tools will we use for evaluation and to measure success? Are we prepared to meet these changes by revising programming, collections or services?**

**V. What is the value of the resource we are offering to our users?** (Marketing is more than attraction; it is about relevancy and value. For example, what are the outcomes of the databases we offer? The programs we offer? The collections we showcase? Begin to think of how to provide evidence of the value. )

**VI. What is this program connected to in terms of other offerings in the library? What are the “real results” we are hoping for over time?** (Partnerships, kindergarten readiness, teen involvement?)

**VII. Within our community, is anyone else offering what we are offering? Is there an opportunity to develop a partnership or collaboration to share resources and maximize visibility?**

**VIII. How can we make this offering personal? Libraries are more about service, than product, so what is different about the service we can provide for this product? What skills or expertise are we offering that will make us stand out in the community?**

**IX. Who else needs to know about this service? Who are our advocates?** **Who can we bring into this process?** (For example: educators, business professionals, business owners, town council, fire department…)

**X. Good research leads to good services. How will we proceed to create and offer more relevant services to our constituency?**

**XI.** **Are we using placemaking principles to invite the community to participate in this process or program?** How can we create a presence outside of the library and into the community to encourage collaboration, creativity and an element of fun, innovation and community building into the project?

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\*This assessment was inspired by some of the principles shared in Terry Kendrick’s conversation with Ned Potter in the article, “Marketing your library…Terry Kendrick.”

Potter, Ned. 2012. "Marketing your Library... Terry Kendrick." American Libraries 43, no.11/12: 50-52. Library Literature & Information Science Full Text (H.W. Wilson), EBSCO host (accessed June 11, 2013).

\*This assessment was also inspired by the Project for Public Spaces, “Five essential elements of a placemaking campaign.

Retrieved from <http://www.pps.org/blog/five-essential-elements-of-a-placemaking-campaign/>