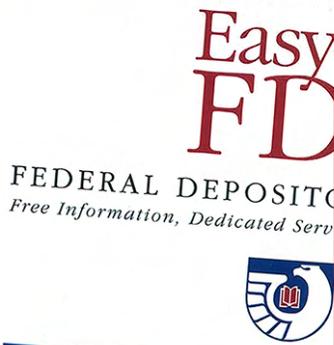
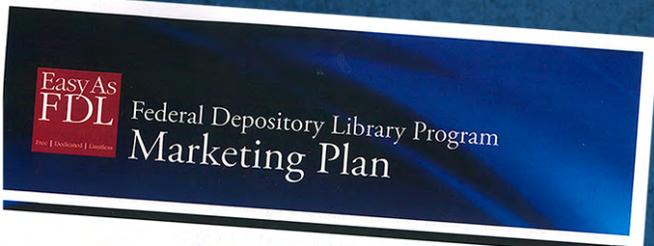


# Ohio

## Libraries Quarterly

Library Branding, Marketing,  
and Promotion

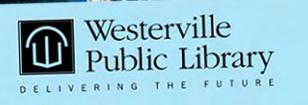
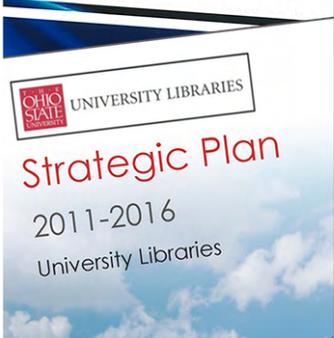


There is so much great literature in this database, I nearly lost my head!



Have your cake and eat it, too! We have many classic works of French literature both in print and as full-text ebooks. Find sweet rewards in the Great Corpus of French and Francophone Literature, your one-stop shop for French literature.

Is that the library in your pocket?



# 2012 annual report



CHILLICOTHE & ROSS COUNTY PUBLIC LIBRARY  
BRANDING GUIDE

LOGOTYPE

Chillicothe & Ross County  
Public Library

Whenever possible, the Chillicothe & Ross County Public Library (CRCLP) logo should appear in full-color. This logo should never be re-created for any reason. Logos of all file formats are readily available for use.

The fonts called out in the logo are to be used throughout all points of touch coming from the CRCLP and its suppliers.

The logo should be produced using the colors provided, ideally printed using the PMS colors. However, four-color process, two-color, and single-color versions of the logo are available.

- PMS 3489 C or U Primary Color
- PMS 1805 C or U Secondary Color
- PMS 137 C or U Tertiary Color
- PMS 1345 C or U Tertiary Color

ABOUT US

THE SAVVY STUDENT'S GUIDE TO GETTING THE MOST OUT OF THE LIBRARIES

UNIVERSITY OF DAYTON  
University Libraries

# Ohio

Libraries Quarterly



### Library Branding, Marketing, and Promotion

This issue of Ohio Libraries Quarterly is devoted to marketing and its impact on libraries and library staff. Many library staff members have no formal training in marketing, yet they find themselves charged with marketing the library's programs and services using a broad range of formats. In this issue, staff from several different libraries share their thoughts and experiences on topics including how to keep the community informed throughout a long-lasting building project, how to keep your target audience informed of new products and services, how to use branding to help achieve the goals outlined in the library's strategic plan, and how

to use social media to engage your target audience. Library marketing expert, Kathy Dempsey, who was a presenter for ILEAD USA and the author of *The Accidental Library Marketer*, shares her ideas on using Census information to help you get to know the people you want to serve. (Kathy shares more of her ideas at [Libraries are Essential](#).)

We hope this issue of Ohio Libraries Quarterly provides you with new ideas and resources for marketing your library to its best advantage.

State Librarian of Ohio  
[Beverly Cain](#)

### Library Visits Journal



State Librarian Beverly Cain visits libraries throughout Ohio and post summaries and photographs of her visits on the State Library website at [library.ohio.gov/Marketing/Visits](http://library.ohio.gov/Marketing/Visits)

The above photo is from a visit to Springboro Jr. High. L-R: State Library Board Member Krista Taracuk; Springboro Jr. High Teacher/Librarian Sarah Thornbery; State Librarian Beverly Cain

If you would like her to visit your library, please contact Jonathan Campbell at (614) 644-6847 or [jcampbell@library.ohio.gov](mailto:jcampbell@library.ohio.gov).

In order to make the best use of resources, visits may be scheduled in conjunction with nearby libraries.

### State Library Reports

Each month a report about the State Library of Ohio is published on WebJunction Ohio. [Click here](#) to access the reports. Or go to: <http://www.webjunction.org/partners/ohio/oh-reports/statelibrarian.html>



### OHIO LIBRARIES QUARTERLY

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The Ohio Libraries Quarterly contains links to websites from a variety of information resources. These resources are provided as a courtesy and do not constitute an endorsement by the State Library of Ohio.

### Feature Articles

Exploring the world: New brand launched at North Canton Public Library - [2](#)

Libraries for a Smarter Future - [4](#)

Ohio Library Council Tailors Messages for Multiple Audiences - [5](#)

Utilizing Twitter's Geolocation Feature (& more) to Give a Library a Modern Brand - [6](#)

A Smorgasbord of Census Data Lets You Study Your Service Population for Free - [10](#)

Ned Potter's The Library Marketing Toolkit & Import your floorplans into Prezi to create an interactive map - [12](#)

The Adventures of Library Girl - [16](#)

The many roles of a Marketing Coordinator at Westerville Public Library - [18](#)

Sharpening a Brand to Encourage Users to Take a Second Look - [20](#)

Public Relations Strategies at the Public Library of Steubenville and Jefferson County - [23](#)

Promoting programming and action in a Juvenile Corrections High School Library - [24](#)

### From the State Library

The Perpetual Process of Marketing & Recommended Resources - [8](#)

Books about Marketing, Branding & Promoting Libraries and Library Services - [14](#)

Snapshot Day: A Day in the Life of Ohio Libraries - [19](#)

State Library News - [22](#)

**Cover art:** Collage with an annual report (Westerville Public Library), strategic plan (The Ohio State University Libraries), poster (University of Maryland Library, 2013 Best of Show John Cotton Dana Public Library Relations Award), branding guide (Chillicothe & Ross County Public Library), bookmarks (Learning Express Library & University of Maryland Library), and social media icons.



©Catherine Murray, photokitchen.net

### State Library Board

Left to Right: Krista Taracuk, member; State Librarian Beverly Cain; Stephen Wood, President; John Myles, Vice-President; Jennifer Thompson McKell, member; and Melissa (Missy) Hendon Deters, member



## Exploring the world: New brand launched at North Canton Public Library

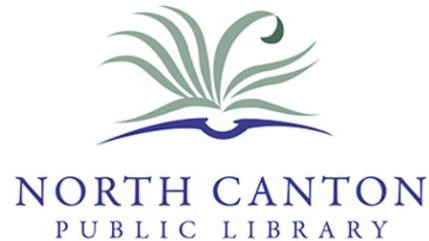
The [North Canton Public Library](#) invited patrons to begin "exploring the world" via their local library when its new brand was launched early this year. The library had been without a marketing staff member for several years and had a logo which was often not-so-fondly described as a swan or a swan/book without any branding support. The library's board of directors established several goals in the organization's most recent strategic plan, with community relations being a strong priority. I was hired as community relations manager late in 2012, and a new logo and brand were at the top of my list of deliverables.

The strategic plan was filled with words such as "partners," "collaborations" and "cross-promotion." We wanted to create a brand that would lend itself to meeting these organizational priorities and I was tasked with making it happen. I was working on the branding project with graphic designer Joe Rozsa and we developed the theme "explore the world." The ideas seemed endless: explore the world of chocolate, explore the world of history, explore the world of community, exploration partners, explore our collection, how may we help you explore, library passports, exploration guidebooks, etc.

The new logo itself is a graphic

representing both books and city buildings. The logo, which came first, was the inspiration for the tagline. Since the logo launch, "explore the world" has been tied in to all library promotions and is used in all literature and other collateral materials. An exploration guidebook program was initiated, and nine partners practically jumped at the chance to get involved. Each month the library "explores the world" of a different subject matter. Since April, the library has explored the world of cooking, health, chocolate, animals, reading, film, history, community and arts. Patrons complete one of several possible exploration activities and receive a freebie from that month's partner. Incentives have included museum passes, free pizza coupons, zoo passes, art kits and more. The goal of the guidebooks is to encourage patrons to visit the library each month.

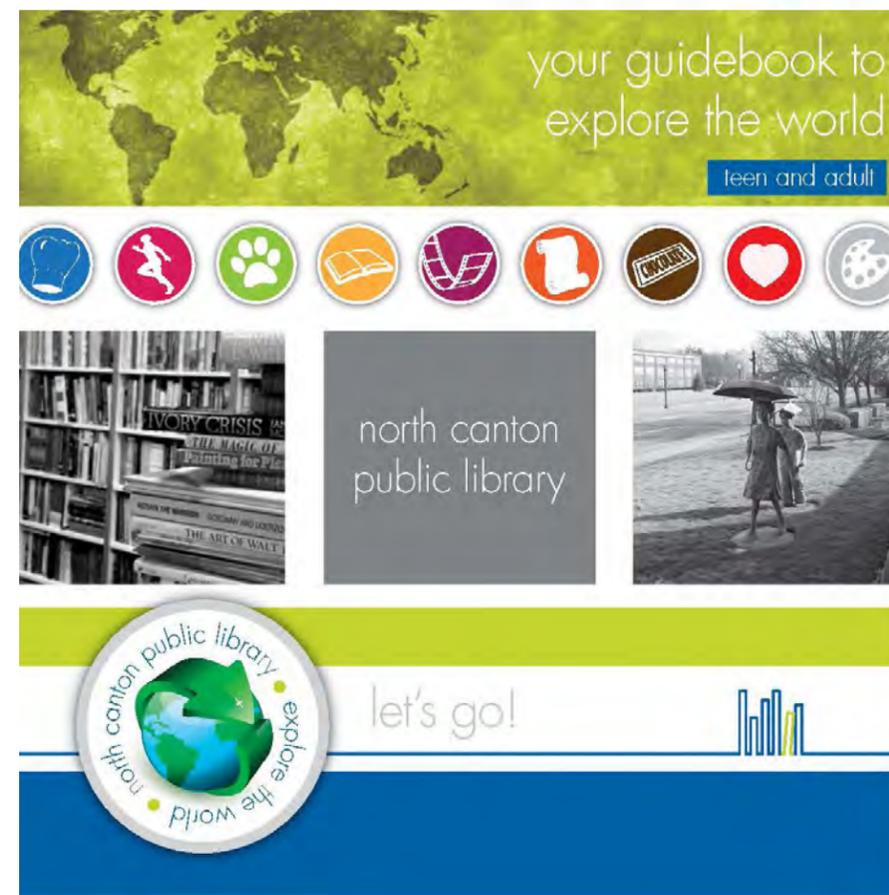
The brand was launched with a day-long community celebration at the library. New signage was revealed, exploration partners were on-site with information tables and the library's Friends group offered behind-the-scenes tours (exploration) of the library. All staff and volunteers wore t-shirts that said, "North Canton Public Library: where I explore the world," and all staff, who were previously not identifiable, wore new lanyards that boldly state, "How



may I help you explore?" In keeping with the brand, library cards are now called "passports." The library's website explains, "A passport is all you need to explore here at NCPL. Your library passport works just like any library card, but the new name better conveys the access it gives you to a world of information. Use it at the library during open hours. Use it on our website any time. Our world is always available in one form or another."

2013 marks the North Canton Public Library's 85th year of service, and in 85 years they state they have "explored the world" of library innovation again and again. Our new logo communicates all that we are today—a center for exploration. When a patron comes through our doors, the world is here for them, just waiting to be explored. The new logo and associated tagline are quickly becoming synonymous with the organization, which I consider to be a strong sign of success.

north canton public library



[http://library.ohio.gov/sites/default/files/Childrens\\_GuidebookFINAL.pdf](http://library.ohio.gov/sites/default/files/Childrens_GuidebookFINAL.pdf)  
[http://library.ohio.gov/sites/default/files/Adult\\_Teen\\_Guidebook\\_FINAL.pdf](http://library.ohio.gov/sites/default/files/Adult_Teen_Guidebook_FINAL.pdf)

By Christina Weyrick-Cooper  
Community Relations Manager  
North Canton Public Library

Sample wording from our October promotion:

### In October, we're exploring the world of chocolate!

The North Canton Public Library offers several delectable options for exploring the world of chocolate in October. Dedicating one of our exploration months to chocolate was an obvious choice! Yum. A search for "chocolate" in the library's catalog brings up 438 results ranging from cook books to fiction books to movies to music and more. October is the perfect month to explore a sweet subject with trick-or-treat celebrations approaching.

Please explore with us! It's so easy:

1. If you don't already have one, pick up a free guidebook at the library.
2. Choose and complete one of October's activities.
3. We'll validate October's guidebook coupon for a free package of chocolate from Hometown Chocolates, and entry in a drawing to win a chocolate filled gift basket.

Each month, the library's special incentives are possible thanks to an "exploration" partner. In October, North Canton's own Hometown Chocolates is providing this support.



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[www.gapingvoidart.com](http://www.gapingvoidart.com)

### Definitions and Differences

(from *The Accidental Library Marketer* by Kathy Dempsey)

**Marketing** is taking steps to move goods from producers to consumers. It's determining what people want, delivering it, evaluating consumer satisfaction, and then periodically updating that process.

**Public Relations** is planned, long-term communication program (via various media) with a goal of convincing the public to have good will toward something. It's helping people to think well of an organization, product, or concept.

**Publicity** is sending a message via official channels such as news releases, newsletters, and press conferences.

Continued on [page 25](#)

## Libraries for a Smarter Future

By Jayne Klose, Communications Consultant, Dayton Metro Library



Dayton Metro Library's New Branch to be Built in Northwest Dayton.

When voters entrusted the [Dayton Metro Library](#) with a \$187 million bond issue in November 2012, keeping the community informed and engaged became a top priority. Libraries for a Smarter Future is the theme of the facilities process, an evolution of the Libraries for Tomorrow and Strong Libraries Stronger Future messages used in the bond issue campaign.

Dayton Metro Library serves nearly all of Montgomery County, currently operating out of a Main Library and 20 branches. The bond issue enabled a system-wide facilities upgrade that includes reconstructing and expanding the Main Library, building eleven new branch facilities, and renovating or expanding five current branches.

The library has primarily utilized its existing communications channels to communicate about the facilities process including the e-newsletter, the quarterly publication promoting programs, the website, and the annual report. Special emails from the Executive Director have also been sent to a roster of approximately 300 community leaders. The media has been largely receptive to story pitches and news releases, resulting in coverage in the newspaper and on television.

Market research is being woven throughout the process. In April 2013 Burges and Burges Strategists developed an online questionnaire that the library promoted through a

prominent link on its website and in its e-newsletter. A themed low-cost incentive gift of a combination tape measure and level was offered to the first 500 respondents, but cannot be the sole factor contributing to the excellent response. Clearly patrons were glad to be asked for their opinions. Within just two weeks, 2,295 individuals completed the survey, more than 1,000 provided written comments, and nearly 1,700 provided their email address for future communication. The findings were sub-sorted by most-frequented branch, which provided additional useful insight.

A facilities section was added to the drop-down menu on the library website. Because several branches are being consolidated, a prominent feature is a county-wide map that allows visitors to easily find out information about their new branch. They can also sign up to receive branch-specific emails.

To contain costs, Dayton Metro Library set an aggressive timeline to revamp the entire system by the end of 2017, dividing the projects into four segments. Since the media focus has been on Segment 1 projects, the web presence helps assure patrons of branches in the later phases that their neighborhood library has not been forgotten. The Facilities section is also where public information for the Request for Proposal processes for design and construction is posted.

Community engagement was a key criterion in the Dayton Metro Library's qualifications process for the design firms. The library leadership wanted to be certain that the architects understood the importance of involving the public in the design process. The library held at least two public forums for each of the first projects in 2013, and will continue that approach for the remaining ones. There will also be forums to get neighborhood input on site selection for some branches. The forums are carefully planned to be interactive – visually recording comments, marking up renderings, and utilizing "dot voting" exercises. Exit surveys are also distributed, and many attendees have taken the time to fill them out.

While giving the public a meaningful voice is paramount to buy-in and success, internal communication is equally important. A page on the intranet has been set up that allows staff a sneak preview of some documents before they are shared externally. One morning a month, two senior managers host "Donuts with David" and "Muffins with Mimi" at various branches to give staff the opportunity to chat informally and ask questions. Also, a brief facilities update is prepared for most editions of the weekly staff newsletter.

For more information, contact Jayne Klose at [jklose@daytonmetrolibrary.org](mailto:jklose@daytonmetrolibrary.org).

**Libraries for a Smarter Future**  
Dayton Metro Library  
**YOUR LIBRARY. YOUR VOICE.**  
**Community Forums**  
All Sessions 7:00 to 8:30 p.m.

**Main Library**  
October 1 - Design Values  
October 24 - Conceptual Design  
November 21 - Schematic Design  
In the Main Auditorium

**E.C. Doren Branch Library**  
September 30 - Schematic Design  
At the E.C. Doren Branch

**Miami Township Branch Library**  
October 22 - Schematic Design  
In the Miami Township Branch Meeting Room

**New Northwest Branch**  
October 2 - Design Values  
October 23 - Schematic Design  
At Fairview United Methodist Church

**HELP SHAPE YOUR 21<sup>ST</sup> CENTURY LIBRARY!**



## Ohio Library Council Tailors Messages for Multiple Audiences

The [Ohio Library Council](#) (OLC) communicates with nearly everyone involved with Ohio's public libraries from library administrators, staff members, and trustees to members of the Ohio General Assembly and the media. As an organization, the OLC strives to tailor its messages to each audience and use the most efficient delivery channel including e-mail, the OLC website, direct mail, and social media.

Most of the OLC's communications with its [members](#) are electronic in the form of e-mail newsletters and targeted e-mails. The OLC produces two weekly e-newsletters. This Week is sent to the directors of OLC member libraries each Monday. This publication focuses on in-depth government relations news as well as legal issues that impact libraries. It also provides detailed information about the OLC's professional development programs that may benefit all members of the libraries' staff. Access Weekly is e-mailed to all members of the OLC, including library trustees and Friends groups, on Wednesdays. The e-newsletter features information about upcoming OLC events, high-level government relations information, news from member libraries, and updates on OLC members.

Targeted e-mails are used to communicate with specific sections of the OLC membership. These e-mails often inform specific interest groups about upcoming events and changes to rules and regulations that affect their specific area of interest. For example, the OLC recently sent an e-mail to members of its Library Accounting Division letting them know about a new rule that changed continuing education requirements for library fiscal officers.

In addition to e-mail, social media accounts allow the OLC to inform and interact with its members. This presence has proved to be a great way to build excitement about

upcoming events and show the fun side of OLC members and staff. For example, the OLC worked with member-volunteers to live tweet both its 2012 Widen the Lens conference and 2013 Convention and Expo.

The OLC uses direct mail for a few of its messages. Due to the costs involved and the time associated with producing printed pieces, direct mail is used sparingly. The decision to use direct mail is based on the audience involved and the complexity of the message. The OLC mails its Trustee Newsletter to the trustees of OLC member libraries because many members of this audience prefer paper communications. The organization also mails a promotion booklet for its Chapter Conferences and Trustee Dinners because of the large amount of varied information the booklet conveys.

The OLC strives to keep the media and government entities informed about developments in Ohio's public libraries. In addition to distributing media releases on election results, awards, and other topics, the OLC responds to media requests from reporters looking for information for local and regional library stories. The organization also develops eye-catching, concise materials for libraries to share with their legislators at OLC Legislative Day and uses mailings to let legislators know about OLC Awards and Honors winners and other developments relating to Ohio's public libraries.

All of these communication channels and many more encompass the OLC's communications program. During its history, the organization has made many changes to its communications strategy in response to changes in technology and member needs. The OLC is constantly evaluating the success of its communications efforts and looking at the best ways to inform its audiences and serve its members going forward.

By Jill Holton-Arrasmith  
Director of Communications  
Ohio Library Council



Jill Holton Arrasmith

Jill Holton Arrasmith is the Director of Communications at the Ohio Library Council. She holds a degree in Agriculture Communications from Purdue University. During her career in marketing and communications, she has worked for several organizations including the Licking County Library and Ohio Department of Veterans Services.



### Accepting Program Submissions for 2014 Convention and Expo

The OLC is now accepting program submissions for the 2014 Convention and Expo, Oct. 8-10, at the Hilton Columbus Downtown and Greater Columbus Convention Center. The deadline for submitting programs is Feb. 14, 2014. For more information go to: [www.ohio.org/news\\_story110713.asp](http://www.ohio.org/news_story110713.asp)

### 2014 OLC Chapter Conferences

March 26  
Northeast Chapter  
Kent State University, Kent

April 3  
Southwest Chapter  
Roberts Centre, Wilmington

April 11  
Northwest Chapter  
The Hotel Toledo at UTMC

April 23  
North Chapter  
Holiday Inn, Independence

May 1  
Central/Southeast Chapters  
Holiday Inn, Worthington

[www.ohio.org/chap\\_conf.asp](http://www.ohio.org/chap_conf.asp)

## Utilizing Twitter's Geolocation Feature (& more) to Give a Library a Modern Brand

FREE FOOD!! If you took a stroll around a college campus, you would see sandwich boards on the sidewalk, posters tacked up on a notice board, and sheets strung from trees promoting upcoming events sponsored by varied organizations, many touting the ubiquitous "free food" that is often imagined to draw crowds. University libraries have been no different when trying to promote events. But how can a basic support service like the library break the oft-misperceived concept that it is an outdated storage facility full of dusty old books and bunned shushers? How can we make users aware that they have access to better online resources than a sketchy blog post found online? How can we give the library a personality?

In 2012, Jason Michel, [Miami University's](#) User Experience Librarian and author of [Web Service APIs and Libraries](#), rolled out a website that helps his colleagues interact with users in proactive and fun ways. By utilizing Twitter's API and with the help of some php script and MySQL tables, Jason created a tool that serves as a virtual funnel, pulling in tweets from public Twitter accounts within a certain radius of campus that mention any one of a set of keywords relevant to the library. For example, if "study," "research," "paper," "King" (Miami's main library), or "library" are mentioned by someone that is within two miles of campus that has a public Twitter account, that tweet, along with the user name and posting time, are pulled into a feed. The text of the tweet appears as a hyperlink, allowing librarians to simply click on the text and (assuming one is logged in to the Libraries' [Twitter](#) account) reply.

By utilizing Twitter's geolocation in conjunction with specific keywords, we are able to interact with our users in a variety of new and different ways. Often, students will express a need for help to their social network but not ask at the help desk. We are able to provide proactive assistance, pointing them to resources that might be useful. Through this unsolicited assistance, retweeting user tweets, and general interaction with students, we build a rapport that ideally gives them a different perspective of the

### Screenshot of API feed

TwMS General Science

**mseitz9** | Fri Dec 06 15:41:26 +0000 2013  
you know you had a rough night when you're trying to write a paper and you put the word "broccoli" in your opening sentence

**denise\_denae** | Fri Dec 06 15:41:55 +0000 2013  
This is me #procrastinating writing this paper. #TwitterAddiction

**denise\_denae** | Fri Dec 06 15:37:34 +0000 2013  
I'm so glad I brought my headphones with me to the library. #ListeningToChristmasMusic #WritingAPaper

**abbycook** | Fri Dec 06 15:01:58 +0000 2013  
Just want to stay in my comfy bed and read all day ☺☺☺

**heath\_keith** | Fri Dec 06 14:54:13 +0000 2013  
First Snow. Last day of class. #snow @ King Library <http://t.co/kkk29OKVD3>

**mackenziemerson** | Fri Dec 06 14:58:15 +0000 2013  
just now realizing how much I have to study...

### Research Need (read from bottom up)

**miamiulibraries** @MaxwellCasa holla. #LoveandHonor 44 days

**MaxwellCasa** @miamiulibraries always got my back #love&honor 44 days

**miamiulibraries** @MaxwellCasa check out this page: [users.muohio.edu/joneste/bachel...](http://users.muohio.edu/joneste/bachel...) Apparently there are a bunch along the Sycamore Access Trail.

**MaxwellCasa** Anyone wanna help me find a sycamore tree on campus for my botany class? You will be paid in bark. 44 days

### Social Rapport (read from the top down)

**Alexa Nobis** @lexa\_nobis this whole studying thing is just not going well. Expand 3 Dec

**Miami U. Libraries** @miamiulibraries @lexa\_nobis Deep breath, walk around the block, cup of coffee, determination. You can do this! Expand 4 Dec

**Alexa Nobis** @lexa\_nobis @miamiulibraries THANK YOU FOR THE NICE ADVICE :))) Hide conversation Reply Retweet Favorite Buffer More 4 Dec



Libraries and what we have to offer. We also gain a keen insight into our user base as well as gain some honest, unfiltered feedback. Libraries and what we have to offer. We also gain a keen insight into our user base as well as gain some honest, unfiltered feedback.

As we continue to use the API tool, there are ongoing refinements. For example, we originally had course codes included in the keywords--ZOO for Zoology; PSY for Psychology; BUS for Business; COM for Communications. We discovered early on that a lot of students were tweeting about the bus system around campus, but very few were tweeting about their Business courses using the BUS course code - at least not enough to justify wading through the influx of tweets about public transportation. We also have a student whose Twitter handle includes the name of our primary library (King) so all of his tweets were appearing in our feed prior to making an adjustment on the backside.

There have been positive benefits to our active Twitter engagement. Often, students opt to follow the Libraries on Twitter after an interaction if they didn't already. Since implementing the Twitter tool, the average number of new followers each month is up from 25 to 40. While the numbers alone don't really matter, this is beneficial in broadening our marketing and communication as we utilize our Twitter account to promote events, resources, and services; provide updates about resources and facilities; and more. Instead of just pushing information to followers, we are interacting with them, too, averaging 15 interactions per week during the 2013 spring term.

There are future developments for the Libraries' employment of the geotweeting tool. Keywords are under continued development as we observe the evolving language and terminology students are using with regard to their classes, research, and the libraries. While Jason and I currently monitor the feed via SMS notifications, there is potential to create notifications to subject librarians when a relevant subject-specific tweet is recorded, allowing them to respond accordingly. Further, collected data will be analyzed to inform future improvements in

### User Feedback

**Jordan Hernandez** @Lord\_Hornyandez Follow

This wifi at king right now is killing me  
#Terrible #JustLetMeStudy

Reply Retweet Favorite Buffer More

5:13 PM - 7 Apr 13 from Oxford, OH

### User Feedback / Social Rapport / Information Need

**Christina Lam** @AsianDorkkk Why is King so crowded... from Oxford, OH 1 Apr

**Miami U. Libraries** @miamiulibraries @AsianDorkkk we're pretty popular. There might be some study space up on the third floor... Go take a look! Expand 1 Apr

**Christina Lam** @AsianDorkkk @miamiulibraries Thanks! I did just that. Hide conversation Reply Retweet Favorite Buffer More 10:45 PM - 1 Apr 13 · Details

services, facilities, and more.

There are obvious challenges with how much one can reply in the space of 140 characters and the immediacy of a response that is sometimes expected using this medium, especially when considering a reference-type question. The ability to not only pull in our students' tweets but to parse those most relevant to the library presents us the opportunity to connect with our users in a way that is unexpected. Whether it is linking to a resource, answering basic questions, or simply offering a word of encouragement, we are able to present a more accurate, modern view of the Libraries—a friendly, sometimes funny, tech-savvy, helpful place. And that's a big step in the right direction.

By Eli Sullivan, Psychology Librarian  
Miami University



Marketing and Communications at the State Library is a department of one employee and a team of everyone and everything. At the core of this mantra is the belief that a brand is defined, experienced, and reflected by all library staff, patrons, community members and beyond. In his book *A New Brand World*, Scott Bedbury explains, "Brands are living concepts that we hold in our minds for years. What goes into them is both logical and irrational. Some of the most lasting brand images are purely emotional—memories of exceptionally bad service, of a product that failed to deliver on its promise, or of one that exceeded our expectations and blew us away with its screaming performance."

Achieving the goal of a positive brand is a perpetual process for all organizations. The State Library of Ohio's current branding process is driven by our [strategic plan](#). The plan serves as the rationale for prioritizing

all decisions including staffing and staff development, programming, purchases, and contracting services. This approach is especially critical for libraries with challenging budgets. Great ideas abound but in order to achieve our goals only those that truly align with the strategic plan and positive brand image may be pursued.

The strategic plan goal to Brand the State Library of Ohio to reflect its promise to stakeholders for "A Smarter Ohio" is in-part driven by my department. To that end, I have completed the framework and data baseline for an ongoing marketing inventory, and designed and launched a new visual identity with a logo and color palette. Online and print promotion materials and communications have been updated and I have worked with staff throughout the library to plan branding consistency. In addition, parts of our building have been painted and our exterior signage re-



Marsha McDevitt-Stredney

placed. Plans for new indoor signage and displays are in development.

There are many more marketing and branding goals and objectives to plan and accomplish in the coming months. But, as Kathy Dempsey highlights in her *The Cycle of True Marketing* illustration, the work is ongoing and we never really stop to say it's done.

In this issue of the Ohio Libraries Quarterly we solicited articles and requested rights to reproduce blog postings that represent a variety of library types, marketing and branding concepts, and communication strategies. During the process I thought about my go-to gurus and resources for information and inspiration about branding, marketing, communications, and promotion. Finding and following established and emerging leaders takes time. Networking and following up on references in social media, articles, books, and presentations has helped me discover many of my favorites. In that spirit, and in addition to the books listed on pages 14 - 15, I recommend the following to you.

**Scott Bedbury**  
<http://brandstream.com/>

Scott Bedbury provides brand development and marketing services to clients in financial services, telecommunications, health care, automotive, beverage, spirits, foodservice, insurance, retail and pharmaceutical industries as well as several federal governments. Bedbury is a former marketing executive for Nike (1987-94) and Starbucks (1995-98, and author of *A New Brand World*, published in 2002 by Viking Press. Keynote speaker in more than 30 countries. <http://www.linkedin.com/pub/scott-bedbury/6/941/111>

Bedbury's 8 Principles for achieving brand leadership in the 21st century detailed in *New Brand World* are:

- Relying on brand awareness has become marketing fool's gold
- You have to know it before you can grow it
- Just because you can doesn't mean you should
- Transcend a product-only relationship with your customers
- Everything matters
- All brands need good parents.
- Big doesn't have to be bad
- Relevance, simplicity, and humanity—not technology—will distinguish brands in the future

Sample video...

Watch Scott Bedbury present his expertise on branding and experiences working with Nike and Starbucks. <http://youtu.be/ov-fO6k4Zng>

**Robert Bly**  
<http://bly.com/new/index.html>

Bob Bly is a freelance copywriter and marketing consultant with 3 decades of experience in business-to-business and direct response marketing.

Sample quote from *The Copywriter's Handbook*...

Being artistic in nature, advertising writers naturally like ads that are aesthetically pleasing, as do advertising artists. But the fact is, just because an ad is pretty and pleasant to read doesn't

necessarily mean it is persuading people to buy the product. Sometimes, cheaply produced ads, written simply and directly without a lot of fluff, do the best job of selling.

**Kathy Dempsey**  
[www.LibrariesAreEssential.com](http://www.LibrariesAreEssential.com)  
Read bio about Kathy Dempsey on page 11.

Five common mistakes Dempsey describes in *The Accidental Library Marketer* and in her presentations include the following:

- Thinking that you know what your customers want without asking them
- Sending press releases and promoting programs, and calling it "marketing"
- Not separating people into target markets and treating each group differently
- Not studying people who make up your user base
- Not fully evaluating the results of programs and campaigns and using that data to improve future efforts

**Seth Godin**  
<http://sethgodin.com/>  
Seth Godin is the author of 17 books (including *All Marketers Are Liars: The Underground Classic That Explains How Marketing Really Works--*

*and Why Authenticity Is the Best Marketing of All*) that have been bestsellers around the world and have been translated into more than 35 languages. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything. You might be familiar with his books *Linchpin*, *Tribes*, *The Dip* and *Purple Cow*. <http://www.sethgodin.com/sg/bio.asp>

Sample video...

Watch Godin's 2007 but still timely *How to Get Your Ideas to Spread* TED talk on YouTube at: <http://www.youtube.com/watch?v=xBIVIM435Zg>

Sample quote from Godin's blog...

What's attention worth?

Marketers that fail are often impatient and selfish. Impatient, because they won't invest in the long-term job of earning familiarity, permission and trust. And selfish, because they get hooked on the erroneous belief that merely because they have money, they have the right to demand attention. And selfish because they believe marketing is about them, not the person paying attention.

We call it "paying attention" for a reason. It's worth quite a bit, and ought to be cherished.

[http://sethgodin.typepad.com/seths\\_blog/2013/12/the-twin-peaks-of-marketing-errors.html](http://sethgodin.typepad.com/seths_blog/2013/12/the-twin-peaks-of-marketing-errors.html)

**Chip Heath and Dan Heath**  
<http://heathbrothers.com>

Chip Heath is a professor at Stanford Graduate School of Business, teaching courses on business strategy and organizations. He is the co-author (along with his brother, Dan) of three books. Chip has consulted with clients ranging from Google and Gap to The Nature Conservancy and the American Heart Association.

Dan Heath is a Senior Fellow at Duke University's CASE center, which supports social entrepreneurs. He is the co-author of *Decisive: How to Make Better Choices in Life and Work*, as well as two previous New York Times bestsellers, *Switch* and *Made to Stick*. <http://heathbrothers.com/about/>

In *Made to Stick* Chip and Dan Heath model and present six principals for

making ideas stick that include:

- Simplicity
- Unexpectedness
- Concreteness
- Credibility
- Emotion
- Stories

Sample video...

In this installment of *Made to Stick*, Dan Heath explains how stories about triumph over adversity make for better brand messages than ... math. Watch the video at: <http://youtu.be/tZ79uzw9Z64>

**Lee LeFever**

<http://artofexplanation.com/>  
Lee LeFever is the Chief Explainer, illustrator and voice of Common Craft who is widely credited for inspiring the video explanation industry. Since 2007, the company has won numerous awards, created explanations for the world's most respected brands including Intel, Google, Dropbox and Ford and earned over 50 million online video views. Today, Common Craft's mission is to make the world a more understandable place to live and work by inspiring and equipping professionals to become explanation specialists.

In *The Art of Explanation*, LeFever describes the basic process of explanation in three parts—plan, package, and present.

Sample quote from *The Art of Explanation*...

Explanations come in all shapes and sizes. Perhaps the most powerful form of explanation makes a new, complex idea easy for people to understand and care about. But explanation can be powerful in many other situations. When people already feel comfortable with a concept, they may need a different kind of explanation—one that focuses on how more than why.

**Ned Potter**  
<http://www.librarymarketingtoolkit.com/>

Sample quote from Potter's blog...

The key to good marketing is to promote one thing at a time. If you've got a great idea, don't dilute it. Simplicity results in better traction for your idea. You need to give people one idea at a time, so they can grab onto it, digest it, and see how it relates

to them. Not only that, but the simpler the idea, the more likely it is for people to share and pass it on." The toolkit includes library marketing advice and information from Potter and links to other valuable resources.

Sample video...

This video is from Ned Potter's presentation at the 2013 LIASA Conference in Cape Town. It's about brand, building reputation, and things you can get involved with the information profession. [http://www.youtube.com/watch?v=xW\\_Lfjmxld4](http://www.youtube.com/watch?v=xW_Lfjmxld4)

Read more about Ned Potter on page 12.

**Suzanne Walters and Kent Jackson**  
Co-authors of *Breakthrough Branding: Positioning your library to survive and thrive*. <http://www.alastore.ala.org/detail.aspx?ID=4314>

Suzanne Walters also wrote *Library Marketing That Works*. She was the director of marketing and development for the Denver Public Library and director of marketing for the Regional Transportation District of Denver. Currently, she is the president of Walters & Associates Consultants serves on the graduate faculty of Regis University, facilitating courses in social marketing.

Kent Jackson, owner of Jackson Research, Strategy, Solution, LLC, provides consulting services for a variety of for-profit and nonprofit enterprises, including education, professional associations, medical and human service providers, homebuilders and developers, insurers, and professional service firms. He currently serves on Regis University's graduate faculty, teaching social marketing and organizational leadership.

Sample quote from *Breakthrough Branding: Positioning your library to survive and thrive*...

If all libraries have position within the community, how do you determine your current position/ Just because you haven't consciously developed opposition doesn't mean you don't occupy one. Customers do think about the library, and they do have opinions. On what dimension would they rank your library "first" or "best" in class? And in what class would they put you?

## A Smorgasbord of Census Data Lets You Study Your Service Population for Free

If you know anything about true marketing, then you know that it's vital to study and understand the people you want to serve before you make any marketing decisions. When you think about how to get to know people, the first tools that come to mind are probably surveys and focus groups. They're both tried-and-true ways to study target markets, but they have their downfalls.

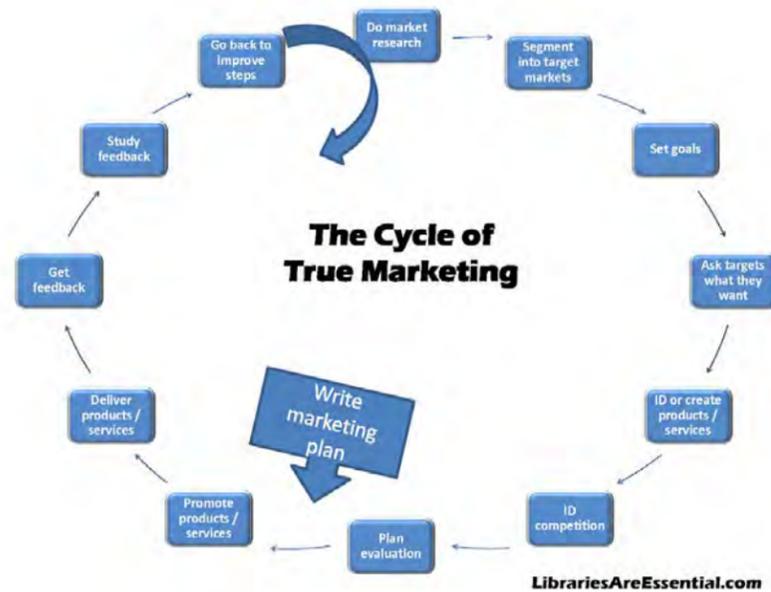
Conducting surveys and focus groups are wonderful ways to learn about folks, and both can provide you with useful information. However, answers can be vague and hard to interpret. People don't always tell the whole truth. Even more importantly, with both of those tactics, you routinely get answers from just a small fraction of the population. It's usually not a scientifically valid cross-section of people, and they can cost money.



So, how can you get a good overview of everyone who lives in your library's service area? The best way I know of is fairly easy and totally free: Study the U.S. Census data, available to anyone at [www.census.gov](http://www.census.gov). Sure, the Census website won't tell you what individuals want from their libraries, but it provides you with a huge smorgasbord of data to help you make basic inferences. It reveals enough insight that you should employ it when making decisions about collection development, programs and events, service expansion, new building sites, and of course, publicity and promotion. In fact, any marketing plan will be much more solid if it's built on a foundation of trustworthy population data.

Here's how to inform your marketing decisions with Census data:

- Determine what you want to know, so you'll have an idea of where to look. (Warning: entering this site with a vague question is the equivalent of walking into a massive bakery thinking, "I kinda want something sweet." You'll be quickly overwhelmed.)



In the Cycle of True Marketing, the first step is getting to know your customers and potential users.

- Head to [www.census.gov](http://www.census.gov) and click on About Us (top right of page). This resource is so rich that it's worth some of your time to get an overview and become familiar with the terminology before you start digging deep.
- Play around with some of the many tools, maps, and reports that are available.
- Find the stats that will answer your questions, then you can print them out or export them in various formats.

For instance, you can start at the Business tab, then choose Data by Geography. That's where you can find data broken down by state, metro area, county, city, and even ZIP code. Click on Counties, then on 2012 (next to "Local Employment Dynamics"), then choose Ohio. From here, simple drop-down menus allow you to look at not only the area you want, but to sort data by people's age range, gender, industry, and more.

QWI Quick Facts	Shelby (Q3)	Shelby (Avg. Selected + 3 Prior qtrs)	Ohio (Q3)	Ohio (Avg. Selected + 3 Prior qtrs)
Total Employment	25,022	24,826	4,952,415	4,899,476
Net Job Flows	-14	190	-45,394	53,381
Job Creation	743	845	183,513	245,679
New Hires	3,107	2,687	702,015	654,079
Separations	3,416	2,921	839,791	743,807
Turnover	N/A	N/A	N/A	N/A
Avg Monthly Earnings	\$3,828.00	\$3,886.00	\$3,658.00	\$3,741.25

I chose to look at employment indicators in Shelby County.

Since there are a million ways to slice and dice this data, you'll want to go in with some idea of what you want to know. Here are just a few of the queries that will help you with marketing work:

- How has our area's population changed?
- How are demographics changing? Which groups are growing/shrinking? Do we have a lot of single-parent households, self-employed people, commuters, etc.?
- Which languages are on the rise in our area? Given the current rate of growth, how soon should we develop collections for them? Do we need staffers who speak those languages?
- What are the dominant age groups near each of our branches? Should we shift any resources (i.e., large print or children's books) to serve them better?
- Where are most of the college-bound teens located? Should we concentrate our/ their programs or resources in a particular location?
- Which industries are growing/shrinking?

Once you get familiar with the smorgasbord of stats that the government has laid out, and you start thinking about marketing and demographics as strategic partners, then you'll realize that there are endless ways to use U.S. Census data. It can, and should, inform many of your decisions. You won't even need to conduct (and pay for) any surveys or focus groups.

### Can You Hear Me Now? Webinar

Communication is key, especially for promoting ideas. You can put a message out on many channels, but that doesn't mean anyone truly hears it. So, what's the best way to really get a message across? This webinar can help you ensure that your target audience will really hear and absorb what you're saying.

Kathy Dempsey, author of the *Accidental Library Marketer*, will

### Further Reading

CIVICTechnologies, "Using Market Segmentation for Better Customer Service and More Effective Strategic Planning," a White Paper for Public and Academic Libraries. [www.businessdecision.info/whitepaper/pdf/BusinessDecisionWhitepaper110909.pdf](http://www.businessdecision.info/whitepaper/pdf/BusinessDecisionWhitepaper110909.pdf)

Christie M. Koontz, "Understand Census Data to Improve Your Library's Marketing" (part 1), *Marketing Library Services*, vol. 17, no. 1 (Jan./Feb. 2003), p 3-5.

Christie M. Koontz, "Census Data: Valuable Information on Your Library's Customers" (part 2), *Marketing Library Services*, vol. 17, no. 3 (May/June 2003), p 6-8.

Gina Millsap, "Using Market Segmentation to Provide Better Public Library Services," *Marketing Library Services*, vol. 25, no. 3 (May/June 2011). [www.tscpl.org/wp-content/uploads/2011/08/P.MLS-3368-R.pdf](http://www.tscpl.org/wp-content/uploads/2011/08/P.MLS-3368-R.pdf)

### Useful Census Starting Points

[www.census.gov/geo/reference/geoguide.html](http://www.census.gov/geo/reference/geoguide.html)

[www.census.gov/geo/reference/outside\\_sources.html](http://www.census.gov/geo/reference/outside_sources.html)

<http://quickfacts.census.gov/qfd/states/390001k.html>

By Kathy Dempsey  
Consultant and Trainer  
Libraries Are Essential



Kathy Dempsey

Kathy Dempsey is a consultant and trainer at *Libraries Are Essential* ([www.LibrariesAreEssential.com](http://www.LibrariesAreEssential.com)), and is author of *The Accidental Library Marketer* (Information Today, Inc., 2009). Her work is dedicated to helping librarians and information professionals promote their value and expertise in order to gain respect and funding. Kathy has been the Editor of the *Marketing Library Services* newsletter for 19 years; she also blogs at the 'M' Word (<http://themwordblog.blogspot.com>). She is an active member of the New Jersey Library Association. Her email address is [Kathy@LibrariesAreEssential.com](mailto:Kathy@LibrariesAreEssential.com).



presented this 1-hour webinar on hosted by OHIONET on Wednesday, September 18, 2013.

Kathy shared an overview of the Cycle of True Marketing along with seven strategies for great communication.

To view the archived webinar you must register at: <https://www3.gotomeeting.com/register/540243270>

## Ned Potter's The Library Marketing Toolkit

A whole website full of stuff to help you market your library.

The Library Marketing Toolkit [website](#) compliments and builds upon the library marketing tools, resources, tips, case studies and expertise of academic librarian, information professional, and author [Ned Potter](#). The following is a recent blog posting of his that details the breadth and scope of planning, producing, and updat-

ing an interactive library information guide for York University in the United Kingdom. The project exemplifies the concept that branding is everything.

I encourage you to follow Ned Potter in social media. Also, explore the links in this blog and the website to discover additional examples of his work and

advice about using clear messaging, good design, and technology as tools to market, promote, advocate and communicate the value of libraries and librarianship.

Marsha McDevitt-Stredney, Director  
Marketing & Communications  
State Library of Ohio

## Import your floorplans into Prezi to create an interactive map

Thursday, 14 November 2013. The Library Marketing Toolkit Blog Posting. Copied with permission from Ned Potter.

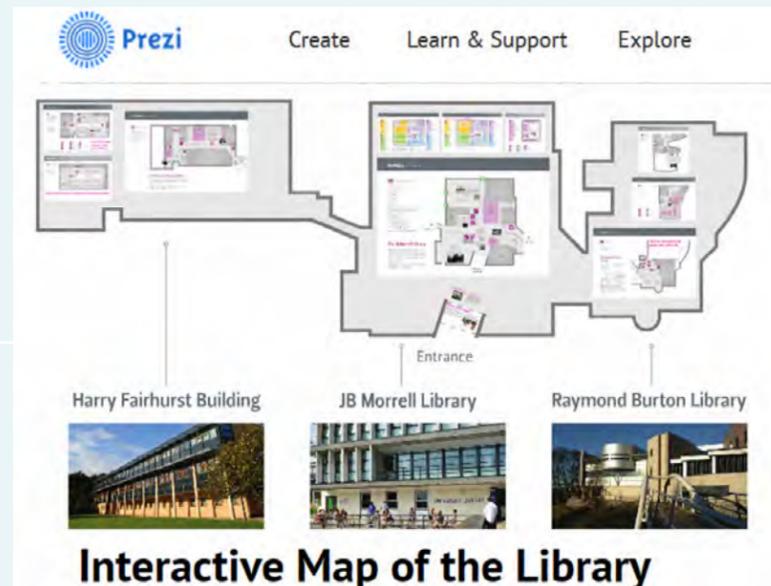
A couple of years ago I wrote about some interactive maps we'd made of the Library, which we used for induction and teaching - they went down very well. The students are much more engaged by a slick Prezi than a tired PowerPoint, and it's also very practical to have information about the library geographically located in a map, rather than in linear slides. So the maps worked really well as stand-alone web objects to be viewed independently by students and staff, as well as actual materials for live presentations and workshops.

You can [read the post - Student Induction, Libraries, Prezi, and Interactive Maps - here](#); it also contains an embedded Prezi map, with which to compare the new version I've created below.

In 2012 we tried to improve the maps a little, including embedded [a lot of videos](#) in them - things like the virtual tour, but also information at the point of need, for example '1 minute on... how to photocopy and scan' next to where the printer/scanners are on the map.

This year, we did something I've wanted to do from the start, which is import floor plans to Prezi and create the maps based on those. Previously we simply didn't have good enough floor-plans in a format I could use - hence having an outline of the Library buildings (drawn by someone in the Digital Library team), somewhat awkwardly divided up by me using lines and boxes. Now though, we have a MUCH better interactive map, the basis of which is an imported PDF of our floor plans.

Here is the generic map we display on our [Info for New Students](#) page (as always I'd recommend going into Full-Screen mode to view this - press the Start Prezi button then once it loads,



click the box icon in the bottom-right corner):

We experimented with various ways of representing the different floors: separate maps for each floor, or one map but with box-outs containing the other floors, for example. In the end we opted for making the ground floor plan of the overall building take up most of each ground floor, but with the other floors contained within the same space. (That doesn't make much sense; you'll see what I mean if you look at the map.)

### Unexpected benefits

Once again the response from the students was really good. Quite a lot of our induction talks happen as part of wider introductions to the course, from academics, the Student Union, Careers office etc - just the fact that we aren't using PPT and they all are makes the students sit up and take notice. They've often not seen Prezi before so are impressed by the ability

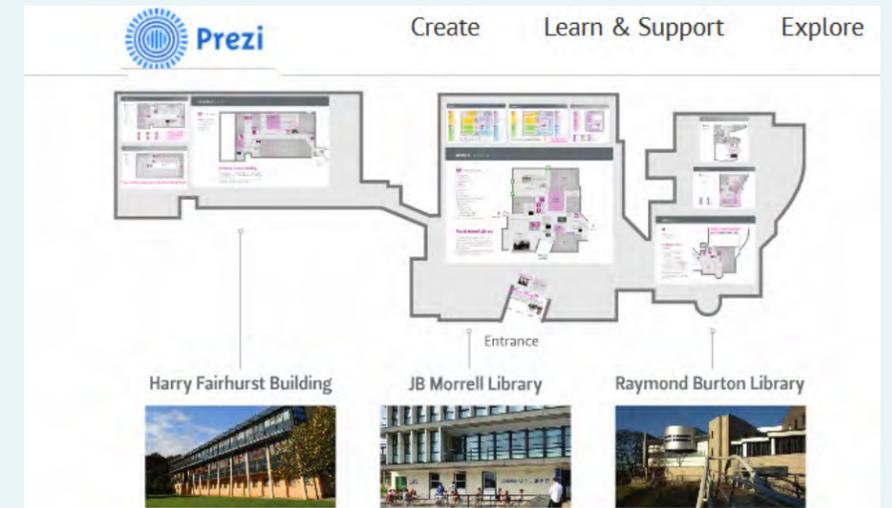
to zoom in on different parts of the Library and talk about them. It really does have more impact, and make people more aware of what you're saying about the Library, than a PowerPoint presentation. (And I say that as someone who still likes and uses PPT a lot, including for a lot of teaching.)

That is the expected benefit of using Prezi, but each year another benefit that occurs is the map instigates conversations with the academics. People from the Departments we're presenting in come up to us and want to talk about the Prezi - they're often impressed by it, and they appreciate the fact that the students took notice of it. I really do think I've found it easier to work with departments after they've seen me using Prezi; it serves as a jumping off point / builds bridges. (Bit of a mix of metaphors there but you get what I mean!)

## If you want to try making your own interactive map, here's how

The process we followed at York was this:

1. Open a new Prezi and edit the template so it reflected our branding
2. Import the floorplans as a PDF. When you import as a PDF each page of becomes a separate object on the canvas, to be manipulated: picked up, shrunk, stretched, etc
3. Stretched the overall top-down view of the Library so it was absolutely massive - after all, everything else has to fit inside it
4. Placed the individual building plans within the stretched top-down view
5. Annotated the maps with further information by simply double clicking anywhere on the canvas to type
6. Put in photographs to give the audience a better idea of where they were in the building
7. Embedded YouTube vids at all appropriate places (this is very easy with Prezi - you just need the video's URL)
8. Saved a copy - individual Academic Liaison Librarians then took the generic map and made bespoke versions for each department
9. Made different versions, by copying the maps, to suit specific needs - so edited the 'path' (the order in which the Prezi moves through all the text and pictures on the canvas) to make e.g. 5 or 6 key points only for a 10 minute presentation, or every single thing on the map for the stand-alone web version



## History of Art Postgraduate Induction

click on image of map to link to actual prezi file

An example of a different version of the map (as in point 9) is this iteration I made for my History of Art PG students, with subject-specific information added and non-essential path-points taken out: <http://prezi.com/4oju3jfaylst/interactive-map-of-the-library/>



Find and follow NedPotter online...

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[Slideshare](#)  
[YouTube](#)  
[flickr](#)  
[LinkedIn](#)  
[Prezi](#)  
[Netvibes](#)  
[The Wikiman website](#)

We also use Prezi for some teaching but not all. So for my History of Art 1st years, with whom I have an hour on Texts and an hour on images, I use PowerPoint for the Finding Texts session, and Prezi for the Finding Images. The latter was created using a Prezi template - these are really good if you need something nice looking in a hurry. It took me around 2 hours to turn my predecessors PPT into the Prezi you see there.

## Marketing Libraries: What the not-for-profits can learn from the lots-of profits

You built it and promoted it, but they didn't come? Libraries can learn from marketing strategies that for-profit organizations use. Get beyond the one-off approach to promotion. Explore how to build "ambient awareness," establishing your library as an authoritative source and a definitive provider of services for the community. Learn how to use social media not only for communication, but as a tool to monitor and document the impact of the library. Get your whole team on board to tell the library's convincing story of its impact on your community.

## Watch the archived Webinar



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## Webinar

Ned Potter

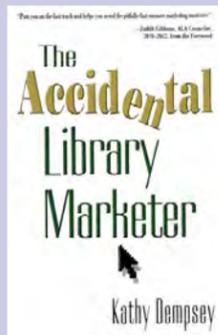
## Marketing Libraries: What the not-for-profits can learn from the lots-of-profits

A webinar providing library marketing strategies that build awareness, grow your audience, and establish your library as an authoritative source and a definitive provider of services for

[http://webjunction.org/events/webjunction/Marketing\\_Libraries\\_not-for-profits\\_learn\\_from\\_lots-of-profits.html](http://webjunction.org/events/webjunction/Marketing_Libraries_not-for-profits_learn_from_lots-of-profits.html)

## Books about Marketing, Branding & Promoting Libraries and Library Services

Compiled by Marsha McDevitt-Stredney  
Director, Marketing & Communications  
State Library of Ohio



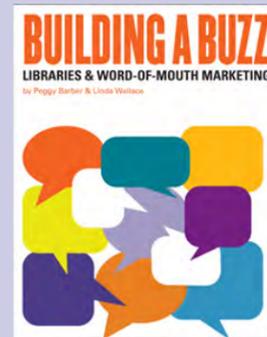
[The Accidental Library Marketer](#)  
Kathy Dempsey  
ISBN-13: 978-1573873680  
2009



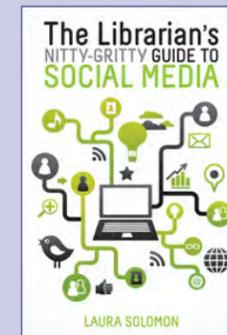
[Bite-Sized Marketing: Realistic Solutions for the Overworked Librarian](#)  
Nancy Dowd,  
Mary Evangeliste, and  
Jonathan Silberman  
ISBN-13: 978-0-8389-1000-9  
2010



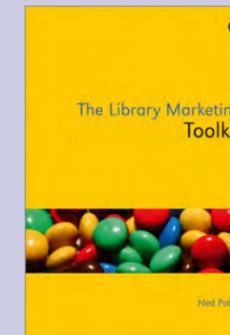
[Breakthrough Branding: Positioning Your Library to Survive and Thrive](#)  
Suzanne Walters and Kent Jackson  
ISBN-13: 978-1-55570-766-8  
2013



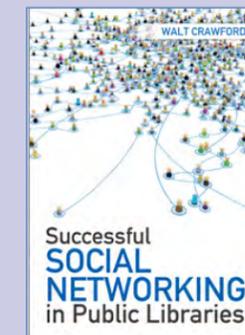
[Building a Buzz: Libraries & Word-of-Mouth Marketing](#)  
Peggy Barber and  
Linda Wallace  
ISBN-13: 978-08389-1011-5  
2010



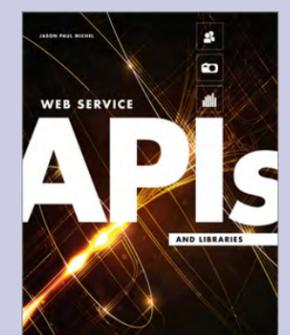
[The Librarian's Nitty-Gritty Guide to Social Media](#)  
Laura Solomon  
ISBN-13: 978-0-8389-1160-0  
2013



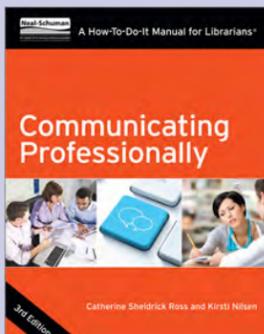
[The Library Marketing Toolkit](#)  
Ned Potter  
ISBN-13: 978-1-85604-806-4  
2012



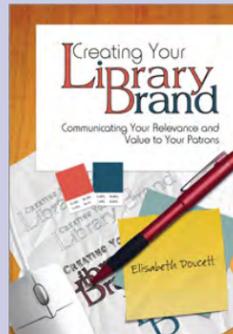
[Successful Social Networking in Public Libraries](#)  
Walt Crawford  
ISBN-13: 978-0-8389-1167-9  
2014



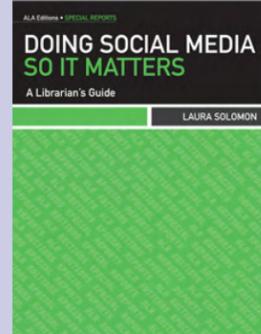
[Web Service APIs and Libraries](#)  
Jason Paul Michel  
ISBN-13: 978-0-8389-1182-2  
2013



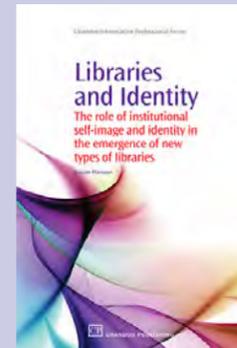
[Communicating Professionally, Third Edition: A How-To-Do-It Manual for Librarians](#)  
Catherine Sheldrick Ross  
and Kirsti Nilsen  
ISBN-13: 978-1-55570-908-2  
2013



[Creating Your Library Brand: Communicating Your Relevance and Value to Your Patrons](#)  
Elisabeth Doucett  
ISBN-13: 978-0-8389-0962-1  
2008

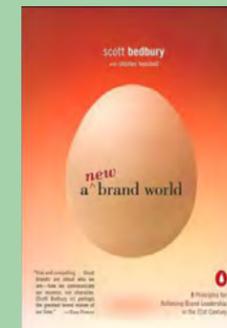


[Doing Social Media So It Matters: A Librarian's Guide](#)  
Laura Solomon  
ISBN-13: 978-0-8389-1067-2  
2011

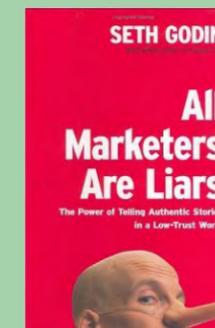


[Libraries and Identity: The Role of Institutional Self-Image and Identity in the Emergence of New Types of Libraries](#)  
By Joacim Hansson  
ISBN-13: 978-1843345411  
2010

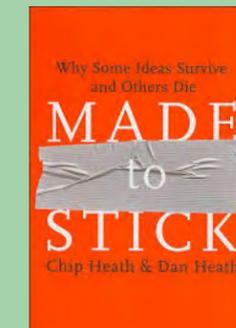
## Books about Branding, Communications, Marketing & Promotion



[A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century](#)  
Scott Bedbury, Stephen Fenichel  
ISBN-13: 978-0670030767  
2002



[All Marketers Are Liars: The Underground Classic That Explains How Marketing Really Works--and Why Authenticity is the Best Marketing of All](#)  
Seth Godin  
ISBN-13: 978-1591845331  
2012



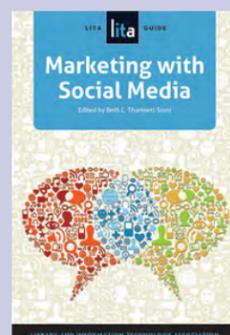
[Made to Stick](#)  
Chip Heath and Dan Heath  
ISBN-13: 978-1400064281  
2007



[Marketing Plan Handbook](#)  
Robert Bly ISBN-13: 978-0805078046  
2006



[Marketing Concepts for Libraries and Information Services, Third Edition](#)  
Eileen Elliott de Sáez  
ISBN-13: 978-1-85604-870-5  
2014



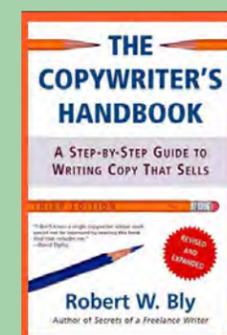
[Marketing with Social Media: A LITA Guide](#)  
Edited by Beth C. Thomsett-Scott  
ISBN-13: 978-1-55570-972-3  
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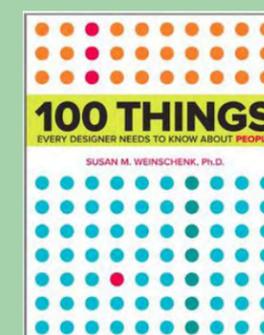
[Marketing Your Library's Electronic Resources: A How-To-Do-It Manual for Librarians](#)  
Marie R. Kennedy and  
Cheryl LaGuardia  
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2013



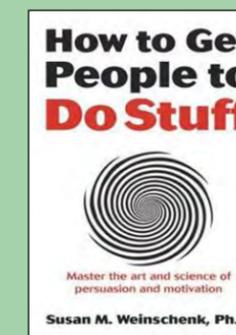
[Public Relations and Marketing for Archives: A How-To-Do-It Manual](#)  
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2011



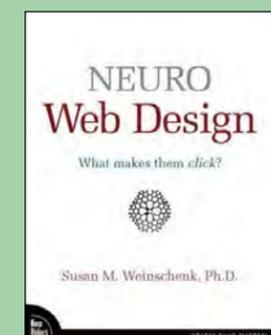
[The Copywriter's Handbook, Third Edition: A Step-By-Step Guide To Writing Copy That Sells](#)  
Robert Bly  
ISBN-13: 978-0805078046  
2006



[100 Things Every Designer Needs to Know About People](#)  
ISBN-13: 978-0321767530  
Dr. Susan Weinschenk  
2011



[How To Get People To Do Stuff](#)  
Dr. Susan Weinschenk  
ISBN-13: 978-0321884503  
2013



[Neuro Web Design](#)  
Dr. Susan Weinschenk  
ISBN-13: 978-0321603609  
2009

## The Adventures of Library Girl

A blog where Jennifer LaGarde expresses her opinions about libraries and student learning

Jennifer LaGarde, a.k.a. Librar Girl, is an Educator on Loan for the NC Department of Public Instruction, she travels across the land working with school librarians, classroom teachers,

principals, superintendents. She also shares her knowledge, experience, and sense of humor on her blog. Jennifer is a Nationally Board Certified School Librarian and is the

Social Media Special Committee Chair for the North Carolina School Library Media Association.

## School Library Marketing 101: It's About Students Not Stuff.

Tuesday, April 23, 2013, The Adventures of Library Girl Blog Posting. Copied with permission from Jennifer LaGarde

Librarians are not born horn tooters. At least, I'm not. I know that might sound contradictory for someone who a) calls herself "library girl" and b) spends most of her time running around the countryside spreading the gospel of library.

But it's true.

Tooting my own horn does not come naturally. In fact, it wasn't until the world started to turn upside down and libraries became a frequent flyer on the fiscal chopping block that I decided I needed to learn how to advocate for kids by promoting what I did to support them. I became a horn tooter out of necessity. As so many of us did.

Let's face it. These days marketing isn't just about marketing. It's about advocacy: advocacy for students and how high quality library programs can change their lives.

The problem, however, is that most marketing is focused on tools: the slogan, the brochure, the newsletter, the infographic, the wiki, etc. And while all of these can be effective ways of delivering your message, it's the message itself that really counts. Before we can even begin to think about how we're going to market our work and its impact on student learning, we have to create work that impacts student learning!

I know. I know. That sounds a little obvious. And yet, think about it. If you were asked to develop a marketing plan for your library, where would you start? C'mon... be honest! Most of us would begin with a proposal. An "I will \_\_\_\_\_" statement. What's more, that statement would probably end with something like "create a monthly newsletter." That's how we think of marketing.

And that's the problem.

School library marketing has to begin and end with impact. It has to be about what we do for our kids, our teachers, our communities and why it's important. It has to be about outcomes and the message that "we're all in this together" or, put another way, that we care just as much about student success as any other teacher in the building. Don't get me wrong, at some point we DO have to think about how we're going to share that good work, but the work has to be good first.

So... over the last couple of weeks, I've been working on a template for creating a school library marketing plan. In the end, I settled on 4 formal steps - that is to say, steps that are written down. But as you'll see, there's some really important stuff written between the lines.



### Step 1: Set some goals.

I cannot stress this enough: marketing is meaningless unless you have a product worth selling. The most creative and most beautifully designed newsletter is ineffective if its content is not focused on specific efforts to impact student learning or help support our teaching staff or contribute to the greater school library community. That said, the goals we set for our work are as varied as the communities we serve, but I feel strongly that those goals must be rooted in real, identified needs. We can go to the curriculum standards and pull out an objective for

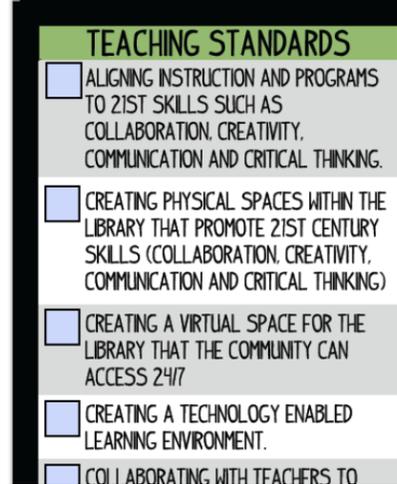
whatever grade levels we teach, but wouldn't it be more effective to talk to some teachers about which goals their students are struggling with and then tackle those in our work too? Similarly, if we know (as an example) that a significant number of our students come from military families, a reading initiative that focuses on the impact of multiple deployments or on the reading lives of kids in the countries that, although thousands of miles away, play an important role in our own students' lives, would be far more effective than a more generic program. The point is, without some kind of data (either qualitative or quantitative) to inform our practice, we are really just shooting in the dark. Getting to know our kids, our teachers and our communities and what their needs are will help us create services that are WORTHY of our marketing efforts.

### Step 2: Seek alignment.

Though not every state's professional teaching standards for school librarians are worded exactly alike, I'm gonna go out on a limb here and assume that most are focused on student learning. That said, creating alignment between these standards and your instructional goals for the year is a good habit to get into. Not only does drawing this line help ensure that you're meeting the standards that your work will ultimately be evaluated on, but that alignment also helps sharpen the focus on student outcomes. There's a reason school librarians are required to also be certified teachers: because certified TEACHER librarians know how to create instructionally focused library programs.



## LIBRARY



And instructionally focused library programs are worth marketing. Additionally, if you've written a mission statement for your library, (and you really should do this!) make sure it's on your plan. Even if you're the only one who ever sees it, that statement, which defines what you are about, is worth repeating.

### Step: 2.5 Do the work.

This is the tough part. Once you've identified some worthy goals, you've got to go out there and do the good work that addresses them. Otherwise, you've got nothing to market!

### Step 3: Pick some tools.

Aaaah! Finally! The fun part! Yes, now you can pick some tools to help you spread your message and get more people involved in the instructional programs that you've worked so hard to build. And the good news is, there's a plethora of tools to pick from! Whether you go the social media route or decide to rock out a killer brochure, here's my advice.

- **Select multiple ways of marketing every initiative.** Any marketer will tell you that a successful marketing campaign AT BEST only reaches about 10% of its intended audience. So... if that's true, you need get that message out there repeatedly and in a variety of formats. For example, if you've put your time and talents into building a library space that provides kids with the opportunity to create, communicate, collaborate and

MARKETING TOOLS			
STUDENTS	TEACHERS	ADMINISTRATION	COMMUNITY
TIMELINE			
STUDENTS	TEACHERS	ADMINISTRATION	COMMUNITY

think critically, be sure to share that on your webpage AND in the PTSA newsletter AND through some candy grams placed in teachers boxes AND on a strategically placed poster in the faculty restrooms. The more times you send out the message, the more likely it is to stick.

- **Target your audience(s).** Spend some time thinking about who really needs to know about the programs you are promoting and then create marketing materials that target those individuals. Marketing materials for your school board members, for example, should carry a different tone than those directed at students, etc. We all know that "one size fits all" clothing never fits anyone. The same is true of marketing. Craft a message for individual groups, as and its more likely to hit home when it lands.

- **Find a balance between the innovative and attainable.** By all means, think outside the proverbial box when it comes to promoting how your library impacts students, but make your marketing goals realistic. We'd all like to be able to skywrite our message over the football field

during homecoming, but that might be setting your sights a little high. Pick marketing tools that are easy for you to use and that you'll be able to knock out of the park. If you create goals that are too difficult, they just won't get done.

### Step 4: Create a timeline.

Creating deadlines will help you stay focused and on track. Be specific and outline when exactly you're going to deploy your marketing arsenal and, to the best of your ability, stick with it. Create events in your calendar and make these things a priority when you are able to. But don't be discouraged if actually serving the needs of your community gets in the way of promoting that work. If you miss a deadline don't get discouraged. Just remember, this isn't about tooting your horn, it's about building programs that change students' lives. And that work is important too.

### Step 4.5: Reflect. Reflect. Reflect.

While I don't advocate reinventing the wheel each year, I also know that your goals are going to change because each year you have new

# The many roles of a Marketing Coordinator at Westerville Public Library

By Linda Wilkins, Marketing Coordinator  
Westerville Public Library

Twenty-five years ago, a part-time position at the circulation desk and a B.S. degree in English and Journalism opened the door to a rewarding career for me at the [Westerville Public Library](#). As a huge fan of public libraries, I borrowed literature for teaching, novels and music for relaxation and picture books for my sons. Working in circulation added new dimensions to my love of the library: I was responding to and anticipating customer needs as well as interacting with employees throughout the library.

Those experiences acted as a catalyst for my interest in developing ways to highlight the services the library provides and the role it plays in the community. My years of writing, editing and design were an advantage when our director asked for a volunteer to put together a newsletter. We initiated *Between the Pages*, our quarterly newsletter now in its 24th year.

After learning more about marketing and its importance to libraries, I applied for and was chosen to serve in the newly-created position of Marketing Coordinator. In this position, I've found that the roles of team player, translator and broadcaster are a good fit for carrying out many of my responsibilities.

Our library is gifted with many creative and customer service-oriented staff, managers and board members. With teamwork and a customer-centered focus, they initiate new services and creative programming. As part of the team, Marketing sets up a yearly calendar of production deadlines with the needs of the departments in mind. Wording and details in our brochures are cleared with the departments before we go public. Marketing and Computer Services staff members work together to maintain consistency in our print and online graphics and messages. This year, we will collaborate on re-branding when our new website goes live. Working as a team player with the Friends and Foundation board members gives me an appreciation for different viewpoints and opens new avenues for recruiting library supporters.

Building partnerships with Westerville organizations and businesses is an



effective way to translate the value of the library to the community. Getting to know city and school officials and serving on committees with members of the chamber of commerce, visitors' bureau and arts groups provides me with opportunities to interject the library's services into new situations. When 2013 was celebrated as Year of the Arts in Westerville, through membership on the planning committee, I could craft the theme and design for the Rhythm & Arts Dance publicity and organize a poet spoken word event as part of Rock the 'Ville. A frequent partner, the city actually lets me know when it's time to issue a proclamation for National Library Week!

Broadcasting the message of the library – that we are vibrant, receptive and dedicated to serving our community – is a multi-faceted responsibility. It ranges from ensuring that print and electronic media representatives hear about our resources and programs, to checking the spelling and tone (must be positive and friendly) of a sign on a desk. Writing an annual report, an advertisement or video script can be on the to-do list when you're the voice of the library. Give our library a call and I'll answer the phone – having recorded the welcome message.

Come and see us! I'm not certain which role it is, but I'll be waving to you in the Westerville Rotary's 4th of July Parade as organizer of the library's float and from the track at the Westerville Relay for Life as team captain.



*Between the Pages* is available to view on [Slideshare](#)



Photos taken for Ohio Libraries Snapshot Day: A Day in the Life of Ohio Libraries. Left: Fun at the Belmont County District Library. Center: Friends enjoy spending time together at the Union Township Branch of the Clermont County Public Library. Right: Early Literacy Station at Grandview Heights Public Library



Ohio Libraries celebrated Snapshot Day in November. [library.ohio.gov/snapshotday](http://library.ohio.gov/snapshotday)

This year libraries selected their own day to take photographs and collect stories, information, and comments to show what takes place in the library on a typical day. Participating libraries utilized the Snapshot Day toolkit to customize press releases, signage, and comment cards. Photos and videos should be uploaded

to the Ohio Library Snapshot Day 2013 Flickr group and an online survey completed by January 15th. Preliminary results show that libraries consistently provide invaluable services to their communities.

Snapshot Day is a project of the State Library of Ohio in collaboration

with the Ohio Library Council (OLC), OPLIN, OhioLINK, INFOhio, OHIONET, Ohio Academic Library Association of Ohio (ALAO), and the Ohio Educational Library Media Association (OELMA).

Flickr group [ohiolibs-snapshotday2013](#)

*LIBRARY GIRL* continued from [page 17](#)



Jennifer LaGarde

kids and new staff members who come to you with all new needs. So

take the time to collect some data from your stakeholders at the end of the year. Try to define some measures of success that will help you judge the merits of your plan - a good starting point might be participation (in the programs you marketed), feedback from your students, staff, etc., and/or student growth data. Either way, it seems silly to go through all the work of marketing what you WITHOUT taking the time to evaluate that work at the end.

So... if you've made it to the end of this post, bravo! It's a long one, I know.

As I said early on, I've created a [template for this work](#) that you are welcome to use and share. If you like it, as is, I've made it a PDF form, that you can simply plug your info

into and then save and/or print, etc. On the other hand, if you feel it needs a few tweaks to meet your needs, feel free to create your own version using any part of what I've already done. Either way, if developing a marketing plan is on your list of things to do, just remember that, as with everything we do, library marketing is about students, not stuff. Begin with creating programs that are based on worthy goals and selling them will be a snap.

Find and follow Jennifer LaGarde (a.k.s Library Girl) online at Twitter [@jenniferlagarde](#) Blog [flicker](#) [Pinterest](#) [Slideshare](#)

# Sharpening a Brand to Encourage Users to Take a Second Look

By INFOhio Staff

After more than 20 years of automating school libraries and expounding the benefits of research databases, INFOhio found itself in the middle of a puzzle. Although during the last few years, the team had developed new products and services to help educators find the links between the database content and curriculum standards, getting teachers and librarians to notice was easier said than done.

"We've been around so long, and school librarians have been telling their faculties about us for so long, people think they know us," said INFOhio Executive Director Theresa M. Fredericka. "Sometimes, they don't look to see what's new, and we've added many new resources."

Positive feelings about INFOhio were not at issue. In fact, survey after survey indicated that people like INFOhio and what it offers. The problem was perceived familiarity. Therefore, INFOhio sharpened its brand to encourage people to take a second look. The multi-pronged approach started with adding the new tools in the first place.

"You can't tell people you're new and encourage them to take a second look unless you really have something new to show them," said Fredericka.

# INFOhio

## OHIO'S PreK-12 DIGITAL LIBRARY

INFOhio's new logo reinforces its digital focus.

To that end, the INFOhio instructional team incorporated the databases and other online resources into many new tools that directly support the Ohio curriculum. **GO! Ask, Act, Achieve** ([go.infohio.org](http://go.infohio.org)) and **Research 4 Success** ([r4s.infohio.org](http://r4s.infohio.org)) are two research tools that help students manage research projects and their teachers easily incorporate digital resources into their lessons. **IMatrix** ([imatrix.infohio.org](http://imatrix.infohio.org)), a tool for teachers, aligns the databases with individual subject standards in math, English, science, and social studies. In addition, INFOhio offers a bi-weekly series of professional development webinars that explain INFOhio tools, describe specific databases, or examine broader digital trends that affect K-12 instruction.

Second, the INFOhio technical team created a more modern online presence for INFOhio, starting

with a logo redesign. The new logo emphasizes INFOhio's digital strengths and clarifies INFOhio's purpose. "Our old logo tagline said we were the K-12 Information Network," Fredericka said. "We found 'information network' confused people. Do we lay cable? Do we connect hardware systems?"



INFOhio's original logo

Now, INFOhio's tagline, Ohio's PreK-12 Digital Library, uses more concrete, familiar terminology. "Everyone knows what a library is," she said.

Finally, INFOhio is changing its communication style while expanding the audiences it targets. INFOhio started as a small group of school librarians looking for a way to automate their libraries at the lowest cost possible. Over the years, it has continued to rely on that grassroots model, working mainly through school media specialists to promote resources and services. These days, however, the media specialists are so busy—many of them supporting multiple schools—that INFOhio is trying to relieve the pressure on them by communicating directly with teachers and administrators.

In addition to increasing its social media presence and electronic communications program, INFOhio is creating communication pieces that stand out from typical library flyers.

"Usually, when you go to a library or education conference, most of the handouts feature pictures of smiling children and competent-looking adults," said Laura Sponhour,



**Research Project Weighing You Down?**

Take it one step at a time with **GO! Ask, Act, Achieve** from INFOhio.

You'll find planning guides and web resources to lighten your load, from narrowing a topic to finding good information to designing a killer presentation. GO! has you covered from start to finish.

**Check it out today!**  
[go.infohio.org](http://go.infohio.org)

**INFOhio**  
OHIO'S PreK-12 DIGITAL LIBRARY



**Would you like help managing Ohio's New Learning Standards?**

**Try INFOhio's IMatrix.**

Search the IMatrix by standard or by subject area and grade to easily see how inquiry skills are scaffolded across grades, find interdisciplinary connections, and link to resources to teach those skills.

[imatrix.infohio.org](http://imatrix.infohio.org)

**INFOhio**  
OHIO'S PreK-12 DIGITAL LIBRARY

INFOhio's outreach specialist. "We wanted something that was maybe a little funny, that people would look at and say, 'Yes! That's how I feel!' and pick up."

So rather than flyers, they worked with designer Mike Walker at Iconic Media to create a series of postcards featuring quirky images to introduce the new products: **GO! Ask, Act, Achieve; Research 4 Success;** and the **IMatrix**. Important points are bulleted on the back of the postcards, but the real purpose is to draw people to the online sites for more information and to explore. INFOhio passes them out at conferences, mails them to administrators, and works with their network of INFOhio contacts around the state to put them directly in teachers' boxes.

Initial reaction at fall conferences was good, and a second series of postcards is in the works to promote other new products: **OH! Lead**, an online course for administrators; **Curriculum Toolboxes**; and the updated **Digital Video Collection**. In the meantime, INFOhio staff is monitoring database usage to determine what communication tools and channels work best. "We're determined to keep chipping away at it until every K-12 teacher and student knows INFOhio is here for them," Fredericka said.



**Don't Panic!**

**Research 4 Success is here!**

This new blended-learning course prepares juniors and seniors with the rigorous research skills they need in college and careers.

**No cost. No worries. No panic.**

[r4s.infohio.org](http://r4s.infohio.org)

**INFOhio**  
OHIO'S PreK-12 DIGITAL LIBRARY

INFOhio's postcard campaign features quirky images to encourage users to take a second look.



Photos taken for Ohio Libraries Snapshot Day: A Day in the Life of Ohio Libraries

Left: Western Reserve Academy students resting and reading, Hudson, Ohio  
Right: Students working at AfterCare computers at Old Trail School, Bath, Ohio

## State Library News

### Serving Every Ohioan (SEO) Library Center Staff Receive Governor's Award for Employee Excellence

SEO Library Director Dianna Clark, Computer Operations Supervisor Sharon Garrett-Hayes and Network Administration Supervisor John Stewart received the Governor's Award for Employee Excellence. Governor Kasich presented the award during a [ceremony](#) at the Ohio Statehouse.

The Governor's Award for Employee Excellence recognizes accomplishments which have:

- Resulted in improved methods or procedures that resulted in significant increased productivity, cost-savings or revenue enhancements, efficiency, or service to the state,
- Had an agency-wide impact, multi-agency or statewide impact,
- Significantly impacted the general public or the life, safety or property of another (others), and
- Have significantly enhanced the image, prestige or effectiveness of the state.

"We are very proud of the work the staff of the SEO Library Center does and are pleased the Governor



L to R: SEO Library Center Director Dianna Clark, Sharon Garrett-Hayes, Governor John Kasich, and John Stewart

recognized the staff with this award. Only 55 state employees have been honored with this award so it is quite an accomplishment," said State Librarian Beverly Cain.

Clark, Garrett-Hayes and Stewart led an effort that saved \$1.75 million in software licensing costs for Ohio libraries. The Serving Every Ohioan Library Center, a division of the State Library located in Caldwell, is a consortium of 88 library systems,

plus the Serving Every Ohioan Library Center itself, which supports 200 library locations across 46 Ohio counties. The center completed a large software upgrade that streamlines library services for approximately 890,000 registered borrowers. They completed this extensive upgrade in addition to their regular duties without incurring overtime costs.

### Congratulations to the ILEAD USA Ohio Class of 2013

Library staff members from all types of libraries across Ohio participated in this immersive continuing education program that develops library leaders through projects based on community needs using technology. The State Library of Ohio was a partner in a \$470,000 Laura Bush 21st Century Librarian Program awarded by the Institute of Museum and Library Services to the State Library of Illinois. Partnering states also included Colorado, Iowa, and Utah.

Participants in [ILEAD USA](#) attended three day in-person sessions in March, June, and October as well as attend five intercessions. For more information, please contact Evan Struble at [estruble@library.ohio.gov](mailto:estruble@library.ohio.gov).



@Catherine Murray, photokitchen.net

*Pictured:* Back row (L-R): Susan Paul, Interim Dean, Lorain County Community College Library; Terrence (Terry) Metter, Library Assistant, Cleveland Public Library; David Green, Technology Specialist, OhioNET; Derek Zoladz, Reference & Instruction Librarian, Columbus State Community College.

Middle Row: Gillian Izor, Assistant Director, Germantown Public Library; Whitney Carr, Librarian, Bexley Public Library; Kirstin Krumsee, Electronic Resources Librarian, State Library of Ohio; Laura Ponikvar, Image & Instructional Services Librarian, Cleveland Institute of Art; Anastasia Diamond-Ortiz,

Knowledge Manager, Cleveland Public Library. Front Row: Jen Johnson, Librarian, State Library of Ohio; Jessica Crossfield McIntosh, Reference Services Coordinator & Assistant Professor, Otterbein University; Julie Zaveloff, Librarian, Columbus State Community College

## Public Relations Strategies at the Public Library of Steubenville and Jefferson County

By Jennifer Cesta  
PR Coordinator, Public Library of Steubenville and Jefferson County

The [Public Library of Steubenville and Jefferson County](#) has engaged in a variety of practices to market through outreach, promotion, and communicating its services, reading materials and programs. The following are examples of each that have been or are being done:

### Outreach

Tie library services and materials to local events  
The county's chamber of commerce organized a fashion show where the emcee used information for the show directly from a book of fashion found at the library. The book and library were acknowledged for the information provided.

Steubenville is the home to Dean Martin, and each year a festival is held in his honor. The Local History Department hosted a program titled "What Do You Know About Dino" to help kick off the weekend of events.

### Take programming off-site

The library regularly schedules a program called "Tech Help" where one-on-one appointments are made at the library to teach customers how to download e-materials from the library's website to their hand-held devices. During National Library Week, library employees sat inside restaurants that offered free Wi-Fi connection and showed the public how to connect and download library materials.

An "Out 'n About" series was offered that took programming out of the library and onto the road. Programs included a tea party at a greenhouse, book discussion at a bed and breakfast, holiday tour of homes, cooking and holiday cocktail demonstrations at restaurants.

### Promote

**Build relationships with businesses and organizations to distribute library information from their establishment.**  
Flyers are sent to the movie theatres to remind people that a particular movie was first a book before it went to the big screen.



Flyers featuring how to get a library card and online library services were distributed from the electrician's union hall for traveling union members working temporarily in the Steubenville area.

Library events are included in a weekly email blast that is sent from the county's chamber of commerce.

The county's United Way agency has a 211 phone system for the public to dial and receive information about community resources. The library sends a monthly update of events.

A community magazine is published monthly. Unique and timely library events will be pitched as articles for the magazine. The articles are written by the speaker who is presenting the program at the library.

### Borrow strategies from national retailers

The library creates shelf tabs to promote a new service or event. The shelf tab is approximately a 3x3 inch

paper that hangs under the books on the ledge of the shelf so people can read while browsing the collection. The shelf tabs were modeled after ones by Bath & Body Works.

### Communicate

#### Make sure staff knows library news before the public does.

When the library receives a grant for a project or offers a new service, a sheet of information containing the who, what, when, and where is created for the employees to read and know first before it goes public. The paper is laminated and kept behind the counter for reference.

A list of weekly events at every branch is emailed to each branch manager.

Find us on Facebook: <https://www.facebook.com/steubenvillelibrary>

## Promoting programming and action in a Juvenile Corrections High School Library

Promotion of libraries in a juvenile correctional facility CAN be difficult at times. There are a plethora of obstacles and bureaucracy to overcome; however, with persistence it CAN be done. To ensure the sheer existence of correctional libraries and all libraries for that matter, it MUST be done. Gone are the days of the lonely librarian as portrayed in "It's a Wonderful Life". In the movie, Jimmy Stewart's character George Bailey sees what others' lives would be like if he never existed. George sees his "wife" and because she never married, was portrayed as the quintessential old maid librarian. Now just gag me.

This is the mousey image that Hollywood often depicts and a stereotype some still believe about librarians. However, I see that perception changing in light of the many dynamic librarians that I have come in contact with across the nation. Librarians cannot afford to be quiet or timid. In order to succeed we must engage with people beyond our libraries to develop, conduct, and promote programs.

I include community members in my Library Advisory Council (LAC) at the William K. Willis High School / Scioto Juvenile Correctional Facility. The LAC supports my efforts in a variety of ways that includes providing ideas for purchases, programs, and professional development. For example, State Library Consultant Janet Ingraham Dwyer is involved in planning and advising and has been very supportive of our work. It is a very good relationship that has fostered literacy in our students and reading as a lifelong commitment.

Several years ago, I asked [Delaware County District Library](#) (DCDL) if they would like to work together. YA Director Connie Pottle started coming to our facility and we have developed a very collaborative arrangement with the DCDL. Connie suggested that we apply for an Oprah Winfrey "Great Reads" grant, which we did for five years. In the grant, we received books from the American Library Association and [Oprah's Angel Network](#) for a book club program. The program was aimed at disadvantaged youth. Several of our kids had never received a book before participating in this program,



L to R: Members of Scioto Library Advisory Committee: Deidra Herring, Education Subject Librarian & Assistant Professor, Ohio State University Libraries; Mandy Henning, Young Adult Librarian, Delaware County District Library; and Janet Ingraham Dwyer, Library Consultant, State Library of Ohio

and all it took was reaching out to the local public library. Connie was promoted to supervisor and we now work on the book club program with the current Delaware YA librarian Mandy Henning. Both Mandy and Connie have been very supportive of programming that I have at our library and have shared programming with other area schools. The Powell branch Friends group first gave funds for the book clubs and now the Delaware Library Main Branch designates funds for the Scioto Juvenile Correctional Facility.

Partnering with community schools and public libraries has been a great way to expand programming and promote the Scioto Juvenile Correctional Facility. Scioto Juvenile Correctional library received two "Choose to Read Ohio" LSTA grants from the State Library of Ohio. The funding allowed us to collaborate with the [Delaware Alternative Arts School](#) for some great programming. In one grant, local artist Aaron Thomas conducted a week long workshop about cartooning based on the works of Jeff Smith. The youth received a personal copy of Smith's [Out from Boneville](#). In another grant, Angela Johnson visited both schools and focused on her [Heaven Trilogy](#) titles, of which the students were able to receive a personal copy. These projects also included a partnership

with The Ohio State University [Wexner Center for the Arts](#). Education Outreach Director Dionne Custer came to Scioto and did programs on various art exhibits at the Wexner Center.

After these programs were over, articles were submitted to the Ohio Department of Youth Services'



Angela Johnson at Scioto and kids gave her pictures they drew from her books.

Communications Department and posted on the DYS intranet. The local Delaware Gazette newspaper published articles on the programming.

Librarians may not like promoting themselves; however, it is a necessary means to an end. We know that a good literate public makes for a strong workforce. Youth and adults need our help to become knowledgeable citizens with 21st century skills needed to succeed. We can seek out cooperatives with outside agencies and speakers, attend professional conferences, and write proposals for LSTA grants from the State Library of Ohio or [Student Achievement Grants](#) from the National Education Association (NEA). Writing articles for professional publications and attending teacher fellowships, such as those offered by the National Endowment for the Humanities and others, make for a well-rounded and active librarian. I have attended teacher fellowships sponsored by The Horace Mann Insurance Company on Abraham Lincoln and from the National Endowment for the Humanities on "Picturing America in our Nation's Libraries" and "The Music, Culture and History of The Mississippi Delta". These experiences have been extremely rewarding and have led to grants to bring in additional authors and speakers such as Coe Booth, Jack Gantos, Sharon Draper, Simone Elkeles, JL Powers and Jim Powers.

An NEA Foundation Student Achievement grant this past year enabled us to conduct a program on the Jim Crow South, Emmett Till, South Africa and the comparisons and contrasts between them. Jim Powers of Mississippi conducted a session on the Emmett Till case and Jim Crow while author JL Powers did a program on South Africa. Author Sharon Flake has agreed to visit in

### Definitions and Differences

Continued from [page 3](#)

**Promotion** is furthering the growth or development of a product or service. It's not just aiming toward good will; it's encouraging people to use that product or service by telling those people how it would benefit them.

**Advertising** is calling attention to something through paid announcements.



L to R: Chuck Steinbower and Scott Dimauro was a social studies teacher at Worthington Kilbourne HS and President of Central OEA NEA when this photo was taken in March 2013 at Scioto. Scott is now the Vice president of the Ohio Education Association.

the near future to speak about race and how her books promote good characters that resolve conflicts. Last year, authors Coe Booth and Simone Elkeles gave author sessions, and book club discussions in cooperation with the Delaware County Public District Library have been done in relations to authors' books in both years. Reggie Barnes, the former Superintendent of West Tallahatchee Public Schools and featured in the Oscar nominated film, "La Lee's Kin; The Legacy of Cotton," was also able to visit our school during this past year's NEA Grant cycle. I was also able to attend the National Council of Teachers of English and the Assembly of Adolescent Literature Conferences due to the NEA grants, which brought back ideas to infuse teachers curriculums in our Department and in

other Central Ohio schools.

Grant funding has enabled the William K. Willis High School / Juvenile Correctional Facility library to partner with area schools such as our district's Indian River Juvenile Correctional Facility, Delaware Area Career Center, Delaware Art Academy Alternative School, and School at the Pickaway Correctional Institution. Collaboration and partnerships help promote our libraries. Do not be discouraged if one idea does not work out. Move on to something else and find a way to make it work. The literacy of our kids depends on it!

The Scioto Juvenile Correctional Facility is scheduled to close in May 2014.

**Advocacy** is getting people who have good opinions of your organization to speak to others on its behalf, to convince other people of its value.

[The Accidental Library Marketer](#) by Kathy Dempsey, 2009,



## Use Ohio Library Snapshot Day to Promote your library's positive brand



- Use the quotes and comments in annual reports
- Feature in your newsletter
- Create a slideshow and run it in the library near the check out desk
- Make bold signs with your customer comments and display them throughout the library
- Share results with your trustees, commission, city council, freeholders, etc
- Welcome new library card holders with your custom handout
- Send an email blast to your customer list or community contacts featuring customer quotes
- Share Your Story on the State Library of Ohio website
- Ask if your town, school, college, or agency website can feature the slideshow
- Ask your local cable station if they can use the slideshow
- Ask your local newspaper to run a photo and caption. Provide the customer's name and phone number if you have permission so they can contact them for an interview
- Print even more copies and share them with your customers
- Work with your library type Snapshot Day project partner to develop advocacy tools and outreach strategies for your library and all Ohio libraries

Photos are from Ohio Libraries Snapshot Day: A Day in the Life of Ohio Libraries.

Top L to R: Wittenberg University Reference Librarian Ken Wittenberg poses with 4 Paws For Ability dog visiting the library. Librarian Janell Brown reads to students at the Ohio State School for the Blind. State Library of Ohio Circulation & Special Services Manager Tracy Grimm is pictured on the far right.

Bottom L to R: University of Toledo, Mulford Library, Student studying on the Fifth Floor; Reading at the Westerville Public Library



The State Library of Ohio does not discriminate on the basis of race, religion, national origin, color, sex, sexual orientation, age, or disability in admission or access to the operation of its programs, services, activities, or its own employment practices. It is our intention that all qualified applicants be given equal opportunity and that selection decisions be based on job-related factors.