

LOS FELIZ PUBLIC LIBRARY MARKETING PLAN

teen tech week
GET CONNECTED



www.ala.org/teentechweek

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Executive Summary

Description of Organization

The Los Feliz Public Library is a medium-sized branch of the Los Angeles Public Library (LAPL) system. Similar to many public libraries, the Los Feliz branch serves the needs of the neighborhood of 40,500 people and surrounding areas. Based on head counts and circulation statistics, the branch is used by several different groups – often depending on the time of day: Adults in the early afternoon and late evening, teenagers from the local middle schools and high schools in the late afternoon and early evening, and younger children on program days and weekends. The Los Feliz library offers the full range of LAPL services with an emphasis on cultural, literary, historical and community programs for all levels. The branch sponsors a book club, chess club and Scrabble club that also meet bi-monthly at the library. At the request of many of Los Feliz's adult users, computer literacy classes (e-mail and Internet basics and other special topic programs) have been implemented and highly utilized. Wireless access was also recently added, giving patrons Internet capability in the library's courtyard and surrounding perimeter.

Although the branch serves many members of the community, there is an ongoing effort to target and recruit other potential users, particularly the large teen population in the community. Due to a LAPL hiring freeze, Los Feliz has been without a Young Adult (YA) librarian for many years. This absence has weakened the branch's contact and presence with this user group. However, two months ago the hiring freeze was lifted and the branch has since added a YA librarian to its staff. The library also has an excellent relationship with the local business community and the Business Association is very supportive. In September 2006, the library received a generous donation from Spectrum Sight & Sound to be used for the addition of a multi-media room and podcasting studio equipment. Construction and installation of the equipment will be completed in February 2007, which allows the library to officially open these interactive spaces in time to kick off Teen Tech Week. The library hopes to use the new space and state-of-the-art equipment to reach out the tech-savvy young adult community as well as use it to promote future library services, collections and events.

Collection Overview

- Monographs: 60,000
- Audiovisual:
 - Video/DVDs: 2,550
 - Audio Books: 315
- Serials: 40
 - Newspapers, Magazines, Comic Books
- Electronic Databases: 100
- Electronic Journals: 1,100
- Special Strengths of Collection:
 - Southern California regional history
 - Mystery books
 - Armenian language fiction and non-fiction
 - Spanish language fiction and non-fiction

Staffing Overview

- Professional
 - 1 Director/Head Librarian (full time)
 - 1 Young Adult Librarian (full time)
 - 1 Children's Librarian (full time)
 - 1 General Reference/Adult Librarian (full time)
 - 1 General Reference (part time)
 - 1 Adult Programming and Outreach Coordinator (part time)
- Clerical
 - 3 Para-professionals (full time)
 - 2 Para-professional (part time)
- Technical
 - 1 Computer Aid (full time)
- Support Staff
 - 5 Messenger Clerks

- 30 Volunteer
- Total Staff
 - 17 Professional
 - 30 Volunteer

Budget Overview; FY 2006 – 07

- Collections
 - 64,1705
- Staff
 - \$473,807
- Total Operating Budget
 - \$1,579,481

Vision Statement

The Los Feliz branch of the Los Angeles Public Library imagines a future in which the library's collections, programs, and service help to ensure:

- Every member of the community has the opportunity to enjoy an inspiring, intellectually and culturally rich learning experience.
- Our community celebrates and appreciates its vibrant history and diversity.
- Our patrons are offered effective and efficient assistance to find the information and materials they require.
- Our patrons have equal access and can contribute to an information-based society fully immersed in technology.

Mission Statement

The Los Feliz library provides free and equal access to cultural, intellectual and informational resources through books and technology to promote a lifetime of reading and learning. The library contributes to the enjoyment, education, enrichment, empowerment and enlightenment of every individual in our diverse and dynamic community.

Goals and Objectives

Celebration of Teen Tech Week

- Strategic Goal: To promote the use of technology among the Los Feliz teen community in order to provide teens with the necessary skills for success beyond high school.
 - Objective: Introduce teens to the new multi-media room and podcasting studio.
 - Objective: Provide teens with information and instruction on popular internet tools.
 - Objective: Promote awareness of common misconceptions about internet safety and how to effectively use technology while protecting privacy.

- Strategic Goal: To promote the use of the library as a gathering place for local teens, and the use of its resource to support education and socialization.
 - Objective: Showcase the hardware and software teens can use for research.
 - Objective: Hold social events to provide inexpensive, fun, and safe entertainment.
 - Objective: Encourage group collaboration through the development of teen podcasts and book discussion groups.

Summary of Marketing Objectives and Strategies

In order to get more young adults into the library and change teen perceptions of the library, the Young Adult librarian is celebrating Teen Tech Week with a series of events aimed at technologies that are popular with the teen demographic. This after-school program will be promoted in nearby schools and businesses.

Environmental Scan

The neighborhood of Los Feliz Village lies east of Hollywood and exhibits a highly artistic and urbanized spirit, while still providing residents with easy access to Griffith Park, the world's largest urban wilderness. In addition to Griffith Park's golf courses, picnic grounds and equestrian center, it houses the Los Angeles Zoo, the Museum of the American West and the Griffith Park Observatory – organizations that often partner with the neighborhood library for events and promotions.

According to the 2000 United States Census, Los Feliz is home to approximately 40,500 Angelenos who are spread out across 8.1 square miles. Of these residents, approximately 13.5% are under the age of 17, with 891 between the ages of 15 and 17. This group is highly diverse, with over slightly less than half speaking a language other than English at home. This makes the Los Feliz branch of the Los Angeles Public Library unique and significant.

In order for the Los Feliz library to remain receptive to the needs of its community, positive and negative feedback must be gathered on a consistent basis. Patron feedback cards are located at both the reference desk and the circulation desk and patrons are encouraged to fill them out after each transaction. An online version of the patron feedback survey is also available on the branch's website that can be filled out in the library or from a remote location. However, it is very difficult to get young adults interested enough to fill out a form, and because the root problem is teens not coming into the library at all, other forms of feedback are necessary.

"Town Hall" meetings were recently created to provide a forum for library staff and administration to address ideas and needs openly with their community members. Town Hall meetings take place once a month in the library's conference room after hours and refreshments are served. A broad range of patrons contribute to the discussion and are thanked at the end with gift certificates and vouchers donated by local area businesses. The success of these town hall meetings was reworked and done for young adults. With the assistance of an informal focus group of 20 teens, we questioned teens about their interests, information needs, and activities.

Additionally, we were able to work with nearby school librarians to gather information about what would be useful to teens in the public library. The Young Adult librarian met with teens during their scheduled library times at the local schools, and briefly talked about current resources and programming, and asked that students fill out a survey. In order to get them to take the survey seriously, students providing feedback were offered entry into a prize drawing for an iPod Shuffle.

Several initiatives and project proposals came to light based on information gathered through patron feedback forms, town hall discussions, circulation statistics and census data. Primarily, there was an expressed need for teen programming, where our marketing is focused. Potential projects include redesigning the outdated LAPL's teen website and creating teen book club, music club, film club, and art club blogs. All projects, although supervised by the young adult librarian, will be produced with the input and feedback of the library's teen-aged users. The teens have continually expressed an interest in media and technology, and library usage statistics are reflective of these interests. Circulation statistics show that those with teen user accounts mainly check out DVD's and non-fiction materials, suggesting that they are using the library for homework resources and visual entertainment. Video, music, and audiobook downloads, available directly through LAPL's website, are also gaining in popularity. Additionally, the computers in the young adult section show the popularity of games and social networking websites such as MySpace and Facebook.

Courses in e-mail and Internet basics, online safety and security, Microsoft programs (Word, Excel and Access) and digital photography basics are taught by volunteers in the evenings, and have been very popular among the adult community. We are hoping to expand these programs to the young adult demographics with workshops that are specifically tailored to their interests. Many teens expressed that the technology workshops held by the library currently were below their level, teaching programs and giving information they are already familiar with. When asked to name technologies they wanted to become more familiar with, many requests revolved around developing content for the web, such as videos, podcasts, and blogs.

Some students have been dabbling in these technologies from home, but others have been going to local coffee shops and bookstores because these businesses offer free wireless and the teens can collaborate seemingly without worry of being "too loud". Some nearby businesses are appreciative of the little business given to them by teens, but are concerned by

the lack of supervision and their inability to give tech support. They have agreed to let the library advertise its services, in hopes that the teens will find an environment tailored to their activities and growing technology needs.

Census Information retrieved from the Los Angeles Almanac. Accessible online at: <http://www.laalmanac.com/LA/la00c21.htm>.

Marketing Objectives

For the first time, the Young Adult Library Services Association is holding a nationwide celebration of teens and technology. Teen Tech Week aims to promote the technology available in many libraries in hopes that teens everywhere will recognize that the library offers more than books to support their interests. The goal of the Los Feliz Public Library is to reintroduce teenagers to the library, its new state-of-the-art technology multi-media room and podcasting studio, and get teens involved by participating and creating the activities the library holds on an ongoing basis. Through the use of blogs, social networking websites, podcasts, and the programs held during Teen Tech Week, we hope to increase attendance at teen-oriented workshops and events. While the majority of the activities will take place during the week of March 4-10, 2007, more activities aimed toward teens and technology will take place throughout the year. We would like to see a marked increase in blog readership and participation, MySpace and Facebook contacts through which announcements are distributed, and attendance at events and workshops.

Marketing Plan/Strategy

Product

In celebration of Teen Tech Week, the Los Feliz Public Library will be holding a series of workshops and events aimed toward teens and the use of technology. Workshops will take place starting Sunday afternoon, running through the week after school going on into the early evening, culminating into party events on Saturday, with a couple different sessions aimed toward both beginners and more advanced users.

- Sunday will kick off the week with the introduction to the technology multi-media room and podcasting studio. Basic information will be given, and attendees will be

encouraged to attend the week's events and the podcasting sessions so that they may use the studio.

- Monday's workshops will focus on social networking websites, which will include introducing the teens to the library's MySpace and Facebook accounts, instruction on how to set up an account and the use the basic and advanced functions of the sites, discussion of issues surrounding social networking, as well as teaching basic HTML and CSS to help change the look of their MySpace or Facebook homepage.
- Tuesday's session will cover blogs and blogging, introducing the library's blog, showing some online sites where they can create their own blog, and how to find blogs to read.
- Wednesday's session will introduce RSS, with an explanation of the technology and how to subscribe to and create feeds. This will include a basic overview of XML to create RSS feeds for the advanced users, and information about how to find feeds and tools to subscribe to feeds and how to use those tools.
- Thursday's sessions will begin the introduction to podcasting, holding the first two of four sessions that teens must take in order to use the studio to create podcasts. Covering basic information about podcasts, what they are and how to find and download podcasts, as well as how to get more downloads for your podcast.
- Friday's sessions will continue the podcasting seminars with more information specific to podcasting and the studio itself. These sessions will be more instructive in how to podcast, how to use the studio's equipment as well as touch on content creation for podcasts and basic information about what copyright restrictions are associated with podcasting.
- Saturday will be a day of fun, with online gaming tournaments (such as City of Heroes), prizes, food, and a Silent MP3 party where people download an MP3 to their audio devices and listen to them simultaneously, following the instructions given on the audio track. For those who do not own MP3 players, the library has a few available for lending, and CDs can be burned for use in portable CD players.

Price

Thanks to the donation from Spectrum Sight & Sound for the podcasting equipment, the majority of funding for the Teen Tech Week celebration will be focused on the promotion and marketing of the events. Radio and news advertisements cost the library nothing; however will have to pay for the printing of flyers to place at local businesses and schools, posters to hang in the area, and other promotional materials to be handed out at workshops and to serve as prizes. Large Format Posters is located here in Los Angeles, so we will be able to pick the items up in their store. Apple is currently having a free shipping promotion, and Epromos waives the cost of shipping and handling on each order of \$1000 or more.

<i>Item</i>	<i>QTY</i>	<i>Total Cost</i>	<i>Supplier</i>	<i>Item Information</i>
Promotional Banner, 2' x 6' Vinyl Banner	1	\$100.00	largeformatposters.com	Item: 3657
Promotional Flyers, 8.5" x 11" Offset	500	\$127.00	largeformatposters.com	100lb Gloss Paper
Promotional Posters, 11" x 17" Offset	100	\$125.00	largeformatposters.com	100lb Gloss Paper
LFPL Logo Pens	500	\$236.00	Epromos.com	SKU: 8824542
LFPL Logo Flash Drives	25	\$257.00	Epromos.com	SKU: 8818094
LFPL Logo Earbuds	50	\$273.00	Epromos.com	SKU: 8821744
LFPL Logo Tech Socks	100	\$299.00	Epromos.com	SKU: 8821515
Prize 2 GB iPod Nano	1	\$149.00	Store.apple.com	Part Number: MA477LL/A
Prize \$25 iTunes Gift Card	4	\$100.00	Store.apple.com	Part Number: D2683LL/A
<i>TOTAL</i>		\$1666.00		

Promotion

In order to promote these events, the library will be advertising on several local radio stations, have a press release in the newspaper, signs in the library and at nearby middle and high schools, as well as have flyers and brochures at local businesses that are popular with teens.

After contacting several radio stations, we received responses from six local radio stations who agreed to read an on-air promotional blurb during times that are popular with

teen listeners. American Idol host and local 102.7 KIIS FM DJ Ryan Seacrest has kindly offered to promote the library's celebration during his morning show, agreeing to read the promotion and talk briefly about the podcasting studio. Additionally, promotions will be read on Super Estrella 107.1, Power 106, Indie 103.1, KROQ 106.7, and Star 98.7. Press releases will be sent to the Los Angeles Times and LA Weekly.

The library has worked with area schools on promotions in the past, with positive outcomes for all. We will hang posters in the halls of John Marshall High School, with information about each day's programming broadcasted along with the morning's announcements. The weekly student newspaper, The Barrister, has received the press release, and a student reporter has offered to report the event. Furthermore, as in the past, teachers have agreed to make flyers available in their classrooms. Teachers at the Los Feliz Academy, Mother of Good Council School, Lycee International, and St. Casimir also have agreed to hang posters in the appropriate classrooms and make daily announcements in classes.

Finally, several nearby businesses are popular with the after-school teen crowd. The library has a healthy relationship with these businesses, and in the past we have posted signs and placed flyers near their registers. Psychobabble, Coffee Bean and Tea Leaf, Fred 62, and Electric Lotus will be contacted again regarding Teen Tech Week promotional materials.

Place

Since opening its doors in 1998, the Los Feliz Public Library has been committed to providing new technology, tools, and resources to the community. To support LAPL's growing electronic resources collections, the branch started off with twelve workstations in the main reference room. Shortly after, the need for additional space and terminals were answered with the completion of the Leonardo DiCaprio Computer Lab (made with a generous donation from the actor and Los Feliz resident) in 2000.

The new multimedia room and podcasting studio continues in this tradition. The new space, which extends out from the Teen Reading Room has eight new workstations fully equipped with all the hardware, software and audio-visual equipment necessary to play online games, develop blogs, and create podcasts – including microphones, headphones and even digital cameras for those library patrons who wish to include

graphics in their creations. Additional equipment, including a digital camcorder and tripods, are available for check out at the circulation desk.

Action Plan

<i>Action Item</i>	<i>Responsible</i>	<i>Deadline</i>
Purchase promotional materials	Head Librarian	01/12/07
Write press release	Teen / YA Librarian	01/12/07
Create poster design	Teen / YA Librarian	01/19/07
	Teen Volunteers	
Create flyer design	Teen / YA Librarian	01/26/07
	Teen Volunteers	
Write Public Service Announcement	Teen / YA Librarian	01/26/07
Contact local schools	Head Librarian	02/05/07
Contact local businesses	Head Librarian	02/05/07
Send press release to news outlets	Head Librarian	02/12/07
Send Public Service Announcement to radio stations	Head Librarian	02/12/07
Deliver posters and fliers to schools and businesses	Teen Volunteers	03/02/07

Budget

Because Teen Tech Week is a new even this year, the Los Feliz branch was provided with \$2500 to cover the cost of the celebration based on the average cost of celebrating National Library Week. With an expected marketing cost of \$1666, \$834 dollars remain. Additional money will be needed in the following areas to support this program:

<i>Service</i>	<i>Price</i>	<i>Supplier</i>
Los Feliz Public Library Teen Blog Account	Free	www.vox.com
Los Feliz Public Library MySpace Account	Free	www.myspace.com
Los Feliz Public Library FaceBook Account	Free	www.facebook.com
Los Feliz Public Library Podcasting Account	Free	www.apple.com
City of Heroes (online game)	19.99 initial cost 17.00 per month	www.coh.com
City of Villains (online game)	19.99 initial cost 17.00 per month	
Guild Wars (online game)	19.99 initial cost 17.00 per month	www.guildwars.com

The cost for online subscriptions to City of Heroes, City of Villians, and Guild Wars totals nearly \$60 monthly, which is an annual total of \$720. Since the blog, Myspace, Facebook, and podcasting accounts are free, \$114 is left for other expenditures.

Evaluation

Since our main goal is to increase teen attendance at workshops and events, attendance numbers will be the primary measures. We would like to increase attendance at workshops by an average of five teens per session. With current attendance averaging 15 teens per session, this would be an increase of thirty percent. Additionally, we will measure teen use of the podcasting studio through the number of podcasts created and the success of those podcasts by the number of downloads for each. We hope to see the production of at least one podcast per week where the content is either wholly or mostly contributed by teens. As for the success of that podcast, we would consider 50 downloads a success, with numbers above 100 downloads considered an outstanding achievement. The success of the blog and its RSS feed will be measured by a combination of page hits, comments, and subscriptions. Subscription number for the RSS may be initially low, but after a year's time we hope to average 50 subscribers. We expect a larger number of page hits, with a target number of 100 hits per week. Since the point of using a blog to interact with users is to introduce an element of interaction not available with a traditional newsletter, we will consider the blog's comment feature a success if we receive an average of ten comments on each blog post. Regarding the library's MySpace and FaceBook accounts, the library's friend page contains 257 individual accounts. These numbers reflect a mixture of both teens and adults, with adults seeming to make up the majority of the users. Knowing that teenagers are heavy users of MySpace and FaceBook, we hope to create awareness of the library's accounts and increase our teenaged friends by a total of fifty over the next year.

Supporting Documents

The following documents are included:

- Equipment List – listing of equipment donated for podcasting studio
- Parentaly Consent Form – Parents must agree to allow minor children access to podcasting studio for insurance purposes
- Resumes – Resumes of key personnel, including Teen/ YA Librarian and Library Director

- Environmental Scan Data – results gathered from surveys taken at local schools and town hall meetings
- Teen Volunteers – Listing of teen volunteers, their schedule, and capacities in which they have agreed to help
- Multi-media Room / Podcasting Studio Information Guide – Handout explaining policies, procedures, and troubleshooting information.