

Draft
ALSC @ your library® Campaign Plan

Rev. 2/03/05

ALSC @ your library® Task Force

I. Introduction: Strengths, Challenges, Opportunities

Strengths:

- ALA/ALSC name/clout
- Kids are an easy sell.
- Resources and materials
- Kids are “good political football.” The campaign will provide an opportunity for administrators to showcase library service to children.
- Libraries can be used online.
- Library staff expertise

Challenges:

- Perception that the library is “just books”/may not be safe because of porn
- Need to distinguish from other divisions
- Not just book lists
- Competing messages—many campaigns
- Campaign must be more than a slogan.
- Kids/families too busy
- Getting the message to the right person
- Some partners are also competitors
- “I’d rather do it myself” mentality
- ALSC is more than preschoolers

Opportunities

- Promote cooperation with schools (a new Joint Committee will sponsor a program)
- Biannual institute, fall 2006
- Provide training
- ALA state chapters/youth librarian divisions
- ALSC connections with youth authors/illustrators/publishers
- Many libraries

II. Goals (The Dream): Every school age child will use the library.

III. Objectives (What do we want to happen?)

Phase 1

-Provide tools and other resources for library staff to use.

- 250 libraries will adopt the campaign
- Recruit at least one national partner to help generate visibility for the campaign.
- Place stories in four national media.

IV. Audiences

Internal: Youth services staff, school library staff, administrators (including public affairs officers) trustees, Friends, Foundations, library educators

External:
Children in grades k-4 and their parents/caregivers.

V. Positioning

1. Kids see the library as a fun/cool/exciting/wonderful place to go.
2. Adults see the library as safe/welcoming place/a good value.
3. The library is the place to be.
4. Libraries help kids succeed in school and life.
5. Parents believe that taking their kids to the library is part of being a good parent.
6. Libraries help kids become lifelong readers and learners/a better future.
7. Libraries are where you are—in the community and online.
8. Free!

VI. Message

Key concepts: More than books. We have everything you want/need.
See *Strategies*.

VII. Strategies/Tools/Resources

Phase I

1. .
 - Provide a unifying message and support materials to support library staff in delivering the message
 - Test messages for their appeal/relevance to kids.
Task force members will submit message themes/concepts by Feb. 11. Three focus groups will be conducted with kids at a small independent, suburban and urban library. Results will be reported by April 1.
 - Survey ALSC members to determine what kinds of tools they would like/how the campaign can serve them

- Develop a tip sheet and Web site it with messages, research “sound bites,” downloadable art, program and promotion ideas e.g. sponsor a library card sign-up campaign.
 - Focus on internal audiences—developing materials, motivating librarians to use them.
 - Develop a member survey to collect input on the campaign.
 - Have a “soft” kick-off at ALA Midwinter 2006 with the launch at the ALSC President’s Program at Annual.
 - Sponsor programs at the ALA Midwinter Meeting and Annual Conference 2006.
 - Sponsor a contest with a visit from an author as the prize.
 - Work with publishers to recruit a stable of authors who are willing to promote the campaign in visits to local libraries and other appearances.
 - Recruit celebrity spokespeople with kid/parent appeal, e.g. Venus Williams, Jamie Lee Curtis, Hillary Duff
 - Provide a free kit campaign kit with corporate support to every public library.
2. Communicate to teachers/school administrators and parents what the library offers.
 3. Recruit media, corporate and partner organizations to help raise visibility, contribute funding and in-kind support.
 - Contact Susan Roman, ALA Development Director, to request her help and suggestions.
 - Compile a list of possibilities, i.e. Nickelodeon, Fox, Comcast, Cingular/other phone companies
 4. Reach out to youth service groups, e.g. Boys & Girls Clubs, the Y
 - Provide tips on how to work with your library.

VII. Evaluation

- Number of libraries that participate
- National sponsor
- Media placements
- Increase in ALSC membership

WHAT THE LIBRARY OFFERS

1. Homework help
2. Internet access/instruction
3. Recreational Reading, movies, music
4. Individual attention to a child's needs
5. Group study space
6. Programs/activities: after school, ACAER Rdr./Crafts/Holiday/Cultural
7. Summer reading programs
8. Meeting/gathering place
9. Librarian's expertise/guidance
10. Class visits to schools and homeschools
11. Reading motivation
12. Support research units/tools
13. Explore/discover
14. Bibliographies
15. Displays
16. Computers

EXPERIENCE

1. Affirmation
2. Volunteer
3. Exploration
4. Social interaction—connect
5. Computer time—self directed
6. Discovery
7. Explore new ideas
8. Fun/enjoyment
9. Get smarter/learn
10. Experience
11. Treated with respect—individual

SUGGESTIONS

Downloadable graphics

Keep it simple, focused

Print handout with tips

Online toolkit with more info

A menu of ideas for school and public libraries

Multiyear commitment similar to PLA's "no end in sight"

Global theme with local relevance

People at different stages of their career should be able to use

Feature campaign prominently on ALSC website

Borrow/adapt existing slogans

Don't have to address all audiences at once...can develop and launch campaign in phases

Suggest that the taskforce be made a committee so it work long range

TO ADDRESS

Threats opportunities/strengths/weaknesses

How can publishers/vendors support this kind of effort

Timeline/assignments

