



BLUE ISLAND LIBRARY

MARKETING PLAN



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OBJECTIVE:



The library has many non-traditional materials in circulation that aren't frequently checked-out. These include STEAM kits, DVD Players, gaming technology, and instruments. Our website outlines our collections, but computer illiterate individuals may miss information. We offer several databases to our patrons and will soon expand our digital resources. This Marketing Schedule outlines avenues for emphasizing nontraditional resources. It includes both print and digital marketing avenues.

Additional Goals:

Increase awareness of events

Target marketing efforts towards underserved populations

Streamline communication between marketing and library staff

MONTHLY FOCUS PRIORITIES

PRINT FLYERS

The following is an outline of general monthly priorities. Marketing months will be comprised of 4 weeks. The exact days each item(s) is shared may vary to prevent overwhelming patrons with too much information.

W E E K 1	UPCOMING PROGRAM HIGHLIGHT	DATABASE RESOURCE HIGHLIGHT HANDOUT	LIBRARY OF THINGS SPOTLIGHT
W E E K 2	HANDOUT HIGHLIGHTING MAKERSPACE TOOLS	UPCOMING PROGRAM HIGHLIGHT	LIBRARY OF THINGS SPOTLIGHT
W E E K 3	UPCOMING PROGRAM HIGHLIGHT	MUSEUM ADVENTURE SPOTLIGHT	TOTSPOTS
W E E K 4	UPCOMING PROGRAM HIGHLIGHT	LIBRARY OF THINGS SPOTLIGHT	HANDOUT HIGHLIGHTING MAKERSPACE TOOLS

TIKTOK

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MAKERSPACE HIGHLIGHT

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PROGRAM HIGHLIGHTS

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LIBRARY OF THINGS HIGHLIGHT

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STAFF PICKS

OVERVIEW

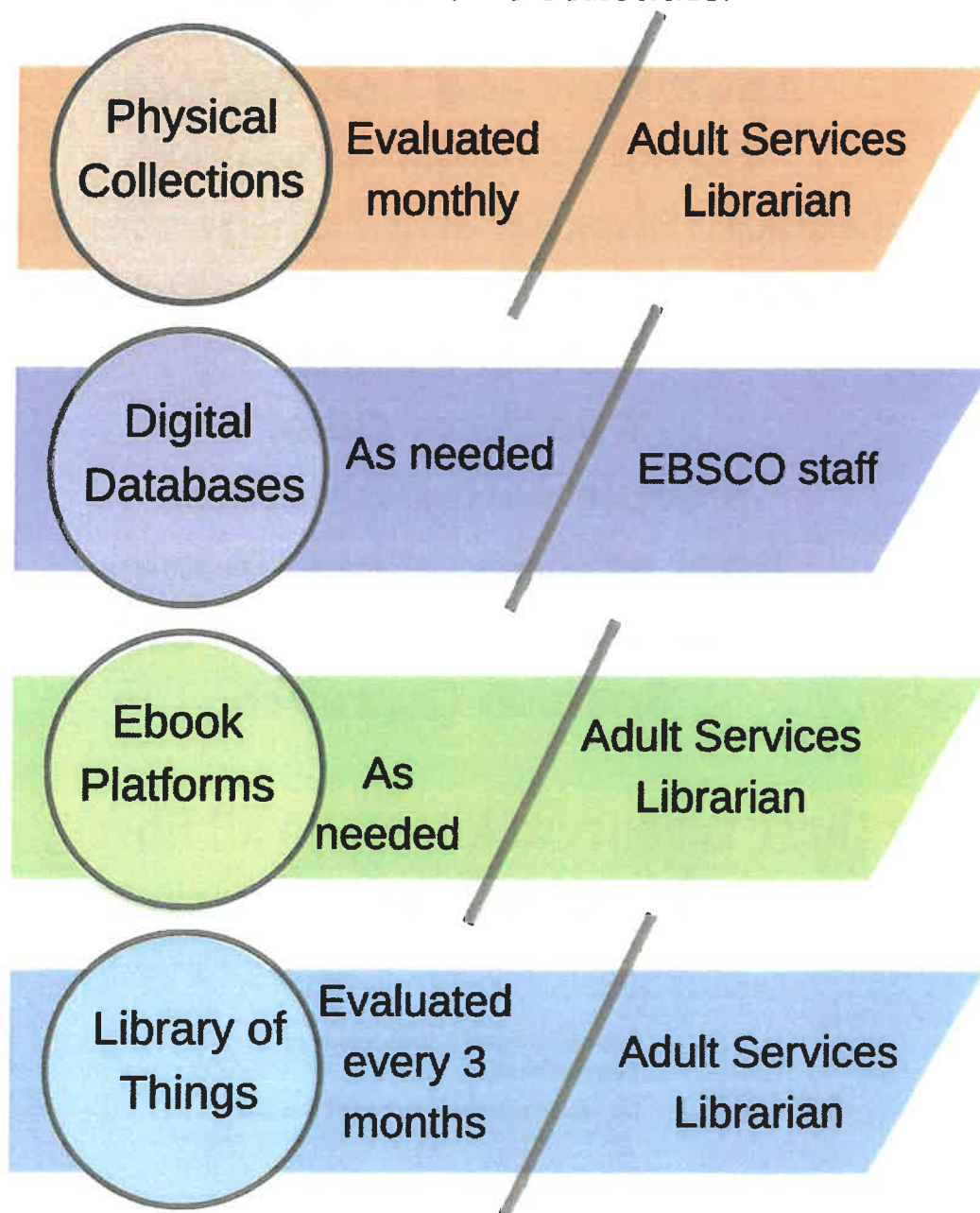
MONTHLY PRIORITIES

JAN	Holiday Programs	Senior Program Highlight
FEB	New Book Releases	
MAR	Library of Things	
APR	Senior Program Highlight	
MAY	Summer Reading	
JUN	Library of Things	Summer Reading
JUL	Senior Program Highlight	Summer Reading
AUG	Back to School Services & materials	
SEP	Library of Things	Back to School Services & materials
OCT	Senior Program Highlight	
NOV		
DEC	Library of Things	

OVERVIEW

PAMPHLET/FLYERS

Pamphlets and flyers which may be utilized several times should be updated frequently to ensure information within is current and accurate. Below is a chart which indicates how often and when various materials will be updated. Program flyers for one time events will not be included in this schedule.



POPULATION DEMOGRAPHICS

General Population Characteristics

Data Source: U.S. Census QuickFacts and Data USA[1]

Total Households 7864

Persons under 5 years – 6.2%

Persons under 18 years – 24.3%

Persons 65 years and over – 10.6%

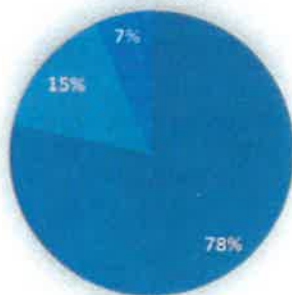
Median Age – 35.3

Language other than English spoken at home – 41.5%

Households with a computer – 85.3%

Households with a broadband Internet subscription – 14.7%

Highest Level of Education



- High school graduate or higher
- Bachelor's degree or higher
- Other

Race and Hispanic Origin

White alone, percent	45.0%
Black or African American alone, percent (a)	33.6%
American Indian and Alaska Native alone, percent (a)	0.0%
Asian alone, percent (a)	0.6%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.3%
Two or More Races, percent	5.9%
Hispanic or Latino, percent (b)	44.8%
White alone, not Hispanic or Latino, percent	20.4%

Health

With a disability, under age 65 years, percent, 2018-2022	8.0%
Persons without health insurance, under age 65 years, percent	15.0%

Income & Poverty

Median household income (in 2022 dollars), 2018-2022	\$57,537
Per capita income in past 12 months (in 2022 dollars), 2018-2022	\$26,517
Persons in poverty, percent	18.7%

IDENTIFYING SITES OF UNDERSERVED POPULATIONS



- 1.) Targeted marketing materials for seniors will be created/updated each quarter.**
- 2.) Marketing will identify community centers and make contact.**
- 3.) Marketing team will deliver catered materials to community centers.**

Centers for Marketing Focus:	Address / Phone #
Prairie Green at Fay's Point	(708) 489-1503 1546 W Water St, Blue Island, IL 60406
Senior Suites of Faypoint	(708) 293-0333 13201 S Ashland Ave, Blue Island, IL 60406
Moraine Valley Community College	(708) 974-5300 12940 S Western Ave, Blue Island, IL 60406