



# **BOARD OF TRUSTEES**

## MANAGEMENT COMMITTEE PACKET

Tuesday, May 21, 2025, at 5 pm  
Main Library, Board Room, and via Zoom

Zoom Link: <https://us06web.zoom.us/j/89453220157>



## **MANAGEMENT COMMITTEE MEETING**

**Wednesday, May 21, 2025, at 5:00 PM**

**Main Library, Library Board Room, and remote**

**Zoom Link: <https://us06web.zoom.us/j/89453220157>**

Members of the public are invited to provide comments in person during the Public Comment portion of the meeting or by submitting written comments in advance via the following link: <https://forms.gle/16fGTFeqEFR6tmro8>

Written comments will be attached to the Board minutes and distributed to Trustees.

## **MEETING AGENDA**

### **A. CALL TO ORDER / DECLARATION OF QUORUM**

### **B. LAND ACKNOWLEDGMENT**

### **C. CITIZEN COMMENT**

Not to exceed 45 minutes

### **D. OLD BUSINESS**

- A. Board Policies
- B.. Trustee Retreat
- C. Board Leadership Succession Planning
- D. New Member Onboarding Process

### **E. NEW BUSINESS**

- A. DEIB Committee Meetings
- B. Comprehensive Marketing Plan
- C. Crisis Communications Plan
- D. Employee Engagement Survey
- E. Fund Balance Policy Modifications

### **F. EXECUTIVE SESSION**

### **G. ADJOURNMENT**

**Next Meeting: June 18, 2025, at 5:00 pm via Zoom and hybrid**

The City of Evanston and the Evanston Public Library are committed to ensuring accessibility for all citizens. If an accommodation is needed to participate in this meeting, please contact the Library at 847-448-8650 or TDD/TTY number 847-866-5095 at least 48 hours in advance of the meeting so that arrangements can be made for the accommodation if possible.



## Evanston Public Library

# Comprehensive Marketing Plan 2025

5.14.25

### I. **Executive Summary:**

The Evanston Public Library's Strategic Marketing Plan is designed to amplify our mission of connecting our diverse community through learning, discovery, and shared experiences. Grounded in our vision to ignite limitless possibilities, inspire bold ideas, and empower every person to help build a connected, inclusive community, this plan outlines a thoughtful and intentional approach to engaging with all segments of our population.

**A. Purpose:** The purpose of this strategic marketing plan is to enhance community awareness, engagement, and utilization of the public library's resources, programs, and services. By identifying target audiences, aligning outreach efforts with community needs, and leveraging both traditional and digital communication channels, this plan aims to strengthen the library's role as an inclusive, accessible, and vital hub for lifelong learning, cultural enrichment, and civic connection. This plan is also designed to align with the Library's Strategic Plan 2025-2027, approved in 2024.

### **B. Mission:**

Evanston Public Library connects our diverse community through learning, discovery, and shared experiences, providing equitable access to resources, fostering personal growth, and creating inclusive spaces where everyone can belong, learn, and connect.

### **C. Vision:**

To ignite limitless possibilities, inspire bold ideas, and empower every person to build a connected, inclusive community.



Guided by our core values—**Inclusivity & Belonging, Lifelong Learning, Equitable Access, Community Wellbeing, and Sustainability**—this plan ensures our marketing reflects a strong commitment to equity, accessibility, and shared growth. Through clear, culturally responsive messaging, we aim to raise awareness, boost participation, and build trust with underserved communities.

Our strategy prioritizes ethical marketing grounded in transparency, respectful storytelling, and data privacy. Using both traditional and digital tools, we will reach residents across all wards, promoting the library as a welcoming space for learning, connection, and belonging.

## **II: Marketing Objectives**

**Goal:** Defining marketing objectives provides clear goals and direction for the strategic marketing plan, ensuring that all efforts are aligned, measurable, and focused on advancing the library's mission and community impact.

### **Strategic Marketing Plan Goals & Key Priorities include:**

**A. Promoting Equity and Inclusion:** Communications will reflect our diverse population, highlight inclusive programming, and support outreach that ensures equitable access to resources for all.

**B. Modernizing Messaging:** We will align our voice and platforms with the Library's modernization efforts, including reimagined spaces, expanded digital services, and sustainable practices.

**C. Fostering Connection and Belonging:** Campaigns will focus on building awareness of programs that bring people together, encourage learning, and create a strong sense of belonging.

**D. Growing with the Community:** Our communications approach will be responsive and adaptable, supporting efforts to enhance spaces, diversify collections, and remain a trusted, welcoming presence.

**E. Practicing Responsible Marketing:** This strategic marketing plan commits to practicing responsible marketing by ensuring that all communications are inclusive, transparent, respectful of privacy, and



aligned with the library's values of inclusivity and belonging and providing equitable access to our promotions.

### III. Target Audiences

**Goal:** Public libraries serve a wide and diverse range of people. Different programs and outreach efforts might be designed for each audience, but the goal is always the same: to create an inclusive, welcoming, and enriching experience for all. Our goal is to represent every audience in our community which includes (see **Appendix A** for a detailed breakdown):

- A. Children & Families**
- B. Teens & Young Adults**
- C. Adults**
- D. Seniors & Older Adults**
- E. Educators & Homeschoolers**
- F. Marginalized or Underserved Populations**
- G. BIPOC & LGBTQIA+ Communities**
- H. Local Organizations & Community Groups**
- I. Donors, Advocates & Policy Makers**

### IV. Messaging Framework & Architecture

**Goal:** The messaging framework and architecture will be adhered to in all marketing and communications efforts and will be provided to all staff on a regular basis to align with these guidelines and ensure that EPL communicates clearly, consistently and effectively with our audiences.

**A. Define Core Brand Message (Mission):** *Evanston Public Library connects our diverse community through learning, discovery, and shared experiences, providing equitable access to resources, fostering personal growth, and creating inclusive spaces where everyone can belong, learn, and connect.*

**B. Define Brand Pillars (Key Value Themes):** By carefully adhering to these pillars, EPL can build a strong brand identity that resonates with its users and reinforces our role in the community.



- **Purpose:** What is the core reason the library exists? What needs does it fulfill for the community?
- **Perception:** How the library is viewed by the community, including its reputation, services, and image
- **Personality:** The library's unique character, values, and how it interacts with its users
- **Positioning:** How the library differentiates itself from other resources and establishes its unique value proposition
- **Promotion:** How the library communicates its brand and services

**C. Define Brand Story:** Determine on an annual basis what the brand story will be for the year (see attached **Appendix B** for examples). This is a “theme” that could influence marketing and development case-for-support or seasonal campaigns.

**D. Brand Guidelines and Standards:** Maintaining consistent branding across all communications serves a purpose beyond visual identity. It helps build recognition, trust reinforces trust, strengthens recognition, and unifies our message to the community. All staff and partners involved in creating marketing, communications, or promotional content must follow Evanston Public Library’s brand standards to ensure visual and verbal consistency.

#### **Key Guidelines:**

- **Logo Usage:** Use the official EPL logo in approved formats and maintain clear space around it; do not alter colors or proportions.
- **Typography:** Use the designated fonts for all internal and external materials to maintain visual coherence.
- **Color Palette:** Apply the primary and secondary colors correctly to preserve brand identity and accessibility.
- **Voice & Tone:** Reflect the library’s inclusive, supportive, and knowledgeable personality in all written content.
- **Imagery:** Use diverse, high-quality images that reflect the Evanston community and align with the library’s values.
- **Templates:** Utilize approved templates for flyers, presentations, newsletters, and social media posts to ensure consistency.



Following these standards helps us present a cohesive identity that builds trust and strengthens our connection with every resident of Evanston and EPL Patron.

**E. Brand Management:** Ongoing brand management will occur throughout the year, managed by the Marketing and Communications Manager to maintain consistency and adherence to the brand standards. The following tools are provided to staff, management and community partners promoting EPL events, development efforts and programs:

1. **Brand Standards Guide**
2. **Canva brand toolkit for creators**
3. **Branded web content such as cards provided by web team**
4. **Branded assets and usage guides provided to all vendors and users of the library's assets**
5. **Presentation Template**
6. **Document Templates**
7. **Email templates & Signatures**
8. **Digital Asset Library**

**F. Communication Channels:** Communication channels refer to the various methods the library uses to share information and engage with the public, including print materials, social media, email newsletters, the library website, in-person outreach, and community partnerships.

**Digital:**

1. **Library Website**
  - a. Central hub for information, events, catalogs, and resources
  - b. Blog posts, Library news, event calendars, staff lists relevant to timely themes, cards for special events and content
2. **Social Media Platforms**
  - a. Facebook, Instagram, LinkedIn
3. **Email Marketing**
  - a. Newsletters (bi-weekly or monthly for all patrons, children's news, Crown Branch and Innovation Station news)
  - b. Special announcements and event invitations
  - c. Targeted emails to segmented patron lists
4. **Library App or Mobile Notifications**
  - a. Reminders, event updates, new book arrivals



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- b. Overdrive promotions

## **5. Online Event Platforms**

- a. BiblioEvents
- b. Personalized Promotions in BiblioCore

## **Traditional**

### **1. Printed Materials**

- a. Posters, flyers, bookmarks, infographics cards

### **2. Local Media**

- a. Newspapers, event listings, press releases

### **3. Community Boards & Public Spaces**

- a. Postings in community centers, grocery stores, schools, and local businesses

### **4. Direct Mail**

- a. Postcards, letters or brochures sent to local residents as needed

### **5. In-Library Signage**

- a. Posters, flyers, banners, digital screens, bulletin boards, etc.

### **6. In-Person and Word-of-Mouth Channels**

### **7. Library Staff**

- a. Front-line communicators who can promote programs and services

### **8. Community Outreach**

- a. Presentations at schools, senior centers, or community events
- b. Participation in fairs and festivals

### **9. Partnerships**

- a. With schools, nonprofits, local businesses, and civic organizations for co-promotion

### **10. Friends of the Library & Volunteer Networks**

- a. Advocates who can share information within their personal and professional circles
- b. Board Members
- c. PEPL

### **11. Marketing Kit\* for Administrators and Development for:**

- a. Potential donors
- b. Stakeholders
- c. Community Partners





d. Local Leaders and COE Administrators

**G. Tone and Voice:** Determine tone & voice guidelines for staff creating event descriptions, posters and email newsletters; for Development team, internal communications, web content, social media and general marketing needs.

**1. Themes should always be:**

- a. Friendly: Approachable, conversational, and neighborly
- b. Empowering: Uplifting, optimistic, and encouraging
- c. Inclusive: Respectful, accessible, and welcoming to all
- d. Credible: Knowledgeable, clear, and trustworthy
- e. Mission Forward: Aligns with EPL's mission and vision

**Tone**

- a. Welcoming & Inclusive
- b. Empowering & Supportive
- c. Friendly & Accessible
- d. Credible & Trusted
- e. Community-Driven & Localized
- f. Optimistic & Forward-Looking

**3. Branding Voice** (see **Appendix C** for detailed breakdown)

- a. First-Person Plural
- b. Clear and Simple Language
- c. Consistent but Flexible
- d. Action-Oriented
- e. Voice/Tone example by channel:
  - i. Website: Clear, informative, welcoming
  - ii. Social Media: Friendly, engaging, localized
  - iii. Email: Personal, helpful
  - iv. Event Posters: Inviting, exciting



## **V. Strategic Marketing Initiatives**

**Goal:** These strategic initiatives are specific, goal-driven efforts that support the overall marketing strategy of EPL. They are structured to help the library achieve its objectives—such as increasing community engagement, promoting programs, or expanding digital resource use—by guiding focused actions like outreach campaigns, branding efforts, or partnerships.

### **A. Promotion and Marketing of Library Events and Programs**

#### **1. Specific Event Promotion:**

- a. Marketing Promotion Request: Library staff that wish to have their event marketed by the marketing team may submit a request via the Marketing Request Form 6 weeks in advance of the event. By filling out the form, the event will be:
  - Added to the monthly patron newsletter
  - Promoted on social media
  - Featured in a press release via GovDelivery as needed
- b. Staff created printed flyers and posters
- c. Staff created digital flyers
- d. Digital event creation for website and app by staff host
- e. Web team card creation for event or program

### **B. Video**

**Goal:** EPL's video strategy should focus on education, engagement, and community building, while highlighting the library's resources and events in a fun and interactive way (see **Appendix D** for detailed breakdown)

#### **1. Target Platforms:**

- a. Instagram
- b. Facebook
- c. YouTube
- d. LinkedIn
- e. Website



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## **2. Content Pillars & Ideas:**

- a. Behind-the-Scenes & staff highlights
- b. “A Day in the Life” of a librarian
- c. Meet the staff
- d. Everyday activities
- e. Book spotlights & recommendations
- f. Themed reading lists

## **3. Topics:**

- a. Educational content
- b. Quick how-tos
- c. Research tips or digital literacy snippets
- d. Storytime or author readings

## **4. Fun & Viral Content**

- a. BookTok-style trends
- b. Reading challenges or trivia quizzes
- c. Staff participating in popular memes
- d. Community & events
- e. Promote upcoming events
- f. Recaps of past events
- g. Patron testimonials/community spotlights

## **5. Video Posting Frequency**

- a. Short-form (Reels)
- b. Long-form (YouTube/Facebook)
- c. Stories/live videos

## **6. Metrics to Track**

- a. Views, likes, shares, and comments per video
- b. Follower growth
- c. Click-throughs to library website or event pages
- d. In-person attendance linked to promoted events



### **C. Social Media:**

**Goal:** EPL's social media strategy purpose is to increase community engagement, awareness, access and attendance at events by using digital marketing platforms to share relevant, inclusive and timely content.

**1. Social Media Static Posts:** EPL will use social media to raise awareness of library services and programs, increase event attendance, and boost community engagement by sharing consistent, engaging content.

**a. Content Themes** (Use across all platforms, adapted per tone/audience)

- i. Upcoming events, workshops and activities
- ii. Library news/updates
- iii. Community spotlights & partners
- iv. Behind the scenes & staff introductions
- v. Educational resources
- vi. Donation/development needs/asks

**b. Platform Specific Strategy**

**i. Instagram**

- Audience: Parents, teens, young adults, young families
- Tone: Fun, visual, conversational
- Content Types: Reels, stories, posts, grid posts
- Style: Aesthetically pleasing, photographic, bright & fun
- Frequency: 4–6 posts/week, stories daily, 1–2 reels/week
- Include Hashtags: #LibraryLove #ReadLocal #LibraryLife #Bookstagram #LibraryEvents

**ii. Facebook**

- Audience: Families, older adults, general public
- Tone: Friendly, informative, community-centered
- Content Types:



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a. Event promotions, photo albums: recaps of events, live videos, news & announcements, articles & resources

- Frequency: 3–5 posts/week, live sessions 1–2x/month
- Consider boosted posts

### iii. LinkedIn

- Audience: Educators, professionals, civic partners, local leaders
- Frequency: 2–3 posts/week
- Tag Partners: Local universities, job centers, civic organizations
- Tone: Professional, informative, mission-driven
- Content Types: Impact Stories, Partnerships, Behind-the-Scenes, Professional Development, Thought Leadership

## 2. Metrics to Track

- Engagement: likes, comments, shares, reactions
- Reach & impressions per platform
- Event RSVPs/attendance from social promotion
- Click-throughs to library website or catalog
- Follower growth by platform

## 3. Cross Platform Strategy Considerations:

- Repurpose content smartly
- Use branded templates for visual consistency
- Schedule posts in advance
- Encourage user-generated content



## **D. Specialized Marketing Initiative**

**Goal:** To promote and adapt library events in underserved or marginalized communities on an as-needed basis in response to the needs of the community. The strategy for these initiatives is Intentional outreach, inclusive messaging, and community collaboration.

### **1. Key Principles of Specialized Marketing Efforts**

- a. Representation matters
- b. Use diverse voices, faces, and languages in all promotional materials
- c. Understand the unique needs, histories, and barriers of each community
- d. Relationship-driven outreach when possible
- e. Focus on trust-building, not just advertising

### **2. Strategies to Promote Specialized Events**

- Partner with trusted community organizations
- Collaborate with local nonprofits, faith groups, advocacy centers, and cultural organizations
- Ask partners to co-host or help spread the word
- Attend community meetings or events to build rapport
- Hire or consult community ambassadors
- Engage people (or volunteers) from the community to help design and promote programs
- Use multilingual & accessible marketing
- Translate flyers, posts, and announcements into community languages
- Include visuals that are culturally relevant
- Ensure content is readable (large fonts, simple language, alt text, captions)
- Engage in unique marketing tactics:
  - Promote events in barbershops, local groceries, churches, laundromats, shelters, and community centers
  - Set up mini pop-up info tables or street teams
  - Leverage hyperlocal media & social media



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- Use neighborhood Facebook groups and local influencers
- Host events that reflect community interests
- Co-create programs based on what people ask for (e.g., immigration clinics, resume help, cultural celebrations)
- Host events in the community — not just at the main library
- Incentivize attendance (if possible)
- Offer free food, childcare, transit passes, or raffle prizes to reduce participation barriers

## **3. Segmented Marketing per Demographic**

- Utilize targeted strategies to market to niche audiences

## **4. Measure and Track Success**

- Use metrics to target marketing by tracking:
  - Attendance from targeted communities
  - Community feedback and follow-up surveys
  - New partnerships formed
  - Social media reach in specific neighborhoods

## **5. Future Initiatives**

- Update the Social Media Policy document\*
- Contact each ward Council Person and create a customized outreach and marketing strategy for each based on their needs\*
- Create a Crisis Communications Plan and message templates for all channels\*
- Create a Board support checklist and marketing toolkit for Board members
- Assess current internal messaging platforms for effectiveness; adapt as needed
- Develop a “How to Market Your Program” guide for staff
- Create a separate marketing plan for larger scale programs such as The Big Read or Summer Reading Program\*
- Increase Social Media follower engagement\*
- Determine a calendar for digital marketing evaluation & metrics
- Track social media engagement (likes, shares, followers)



- Graph email open and click-through rates
- Chart website traffic
- Chart event registrations
- Evaluation plan for patron feedback and surveys
- Increase media coverage \*
- Conduct marketing trend research and monitoring process
- Research additional social media platforms
- Refine and release a Spanish-language marketing strategy
- Establish cohort of local communications managers from other\*
- Establish a more diversified social media schedule per platform (segmenting posts)\*

## **VI. Evanston Public Library Marketing Work Plan (See Appendix E)**

**Goal:** The Work Plan for Evanston Public Library will define and determine a general marketing work plan to be followed throughout each year that both infuses the mission, vision and core values of EPL while meeting the marketing goals as defined by the 2025-2027 Strategic Plan and Strategic Development and Advancement Plan. Main initiatives of this work plan include:

- Conduct a Market Analysis to understand the demographics of patrons, potential patrons, and community members
- Develop a content calendar aligned with programs and initiatives
- Create consistent branding guidelines and visual assets and Inform staff of guidelines bi-annually
- Segment email lists for targeted communication
- Collaborate with community partners for cross-promotion
- Collaborate with Development to assist in campaign development that is consistent with brand messaging
- Determine specific community outreach plan, activities and schedule
- Use storytelling to highlight patron success and staff impact
- Launch campaigns for library card sign-ups, donations, and events
- Promote thematic materials, events and lists to support our diverse patrons and population
- Other efforts as needed





## **Appendix A: Target Audience Breakdown**

### **A. Children & Families**

- Early learners (ages 0–5) and their caregivers
- School-aged children (ages 6–12) and parents
- Families looking for educational, enrichment, or literacy programs

### **B. Teens & Young Adults**

- Middle and high school students (for homework help, study space, creative activities and social programs)
- College students and recent grads (for job search support, quiet study areas, or digital resources)

### **C. Adults**

- Lifelong learners (attending workshops, using databases, conducting research, etc.)
- Job seekers (using career resources, resume help, or public computers)
- Adults seeking digital literacy
- Newcomers/immigrants (ESL programs, citizenship resources, cultural orientation)
- Borrowers of fiction and nonfiction
- Event attendees

### **D. Seniors & Older Adults**

- Engaged older adults (attending events, reading groups, tech training)
- Isolated seniors (outreach via mobile services or home delivery)

### **E. Educators & Homeschoolers**

- Teachers and school librarians looking for materials and partnerships
- Homeschooling families using the library for curriculum support

### **F. Marginalized or Underserved Populations**

- Low-income individuals or families
- Evanston Wards not currently served and not engaging with the library
- Unhoused individuals (access to public computers, social services, restrooms, etc.)
- People with disabilities (seeking accessible services and materials)
- Vulnerable populations



- Undocumented residents

#### **G. BIPOC & LGBTQIA+ Communities**

- Residents seeking inclusive collections, programs, and safe community spaces

#### **H. Local Organizations & Community Groups**

- Nonprofits, neighborhood associations, and civic groups looking to collaborate

#### **I. Donors, Advocates & Policy Makers**

- Friends of the Library groups, foundations, city council members, and other supporters of public funding and agencies

### **Appendix B: Brand Story Examples:**

A library's brand story should convey its unique identity, purpose, and impact on the community—going beyond services, to show how it shapes lives and strengthens society. Here are several compelling examples of what a library's brand story can be, tailored to different brand archetypes or strategic focuses. Below are examples of what this could be

- **Empowerment through Knowledge.** Our library is where transformation begins. From new immigrants learning English to entrepreneurs launching businesses, we provide tools, mentorship, and digital access that empower every resident to realize their full potential. We're not just a place to borrow books—we're a launchpad for dreams.
- **Your Library: A Place to Gather, Grow, and Belong.** Story Theme: Belonging & Safe Spaces
- **The Lifelong Learning Engine.** From toddlers discovering their first words to seniors exploring tech for the first time, we support every stage of life. Our mission is simple: feed curiosity, spark discovery, and make learning accessible to everyone, always."
- **Bridging the Digital Divide:** "In an increasingly digital world, we stand on the front lines of equity. Free Wi-Fi, laptop lending, tech classes—our library ensures no one is left behind. We believe internet access is a right,



not a privilege."

- The Cultural & Creative Center: Celebrating Voices & Stories. "We celebrate the stories that define us. Through author talks, art installations, and multicultural programs, we amplify diverse voices and inspire creativity. Our library is where the arts come alive and culture is a shared experience."

### Appendix C: Branding Voice

- First-Person Plural ("we," "our"): Positions the library as a collective, not a faceless institution. Example: "We're here to support your next big idea"
- Clear and Simple Language: Accessible to all reading levels; avoids overly complex phrasing. Example: "Check out our free job search workshop this Friday—open to everyone"
- Consistent but Flexible: Maintain the same core voice across platforms, while adapting tone for context (e.g., more concise on social media, more detailed in newsletters)
- Action-Oriented: Use active verbs and direct calls-to-action. Example: "Join us for storytime!" not "A storytime event will be taking place..."
- Voice/Tone example by channel:
  - Website: Clear, informative, welcoming: "Welcome to your library—explore programs, get resources, and connect."
  - Social Media: Friendly, engaging, localized: "Need a quiet space or free Wi-Fi? We've got you covered. #EvanstonLibrary"
  - Email: Personal, helpful: "Here's what's new this month at the library—and how you can get involved."
  - Event Posters: Inviting, exciting: "Learn a new skill. Meet your neighbors. Discover something new."

### Appendix D: Social Media Detailed Breakdown

- A. **Video:** EPL's video strategy should focus on education, engagement, and community building, while highlighting the library's resources and events in a fun and interactive way.

#### 1. Target Platforms:



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- a. Instagram Reels – Short, fun, and engaging videos to reach younger audiences
- b. Facebook – Longer-form or more informational content for broader and older demographics
- c. YouTube – Longer instructional videos, video contributions by authors and community partners re: events and programs at the Library
- d. LinkedIn

## **2. Content Pillars & Ideas:**

- a. Behind-the-Scenes & Staff Highlights
- b. “A Day in the Life” of a librarian
- c. Meet the staff: Introduce team members and their favorite books
- d. Everyday activities: time-lapse of the library opening, shelving, or setting up for events
- e. Book Spotlights & recommendations
- f. Themed reading lists (e.g., Pride Month, Black History, local authors)

## **3. Topics:**

- a. Educational Content
- b. Quick how-tos (e.g., getting a library card, using eBooks, reserving a room)
- c. Research tips or digital literacy snippets
- d. Storytime or author readings (especially for children)

## **4. Community & Events**

- a. Promote upcoming events with teasers or countdowns
- b. Recaps of past events
- c. Patron testimonials or community spotlights

## **5. Fun & Viral Content**

- a. BookTok-style trends
- b. Reading challenges or trivia quizzes
- c. Staff participating in popular memes (library-appropriate versions)



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## **6. Video Posting Frequency**

- a. Short-form (Reels): 1-2x per week
- b. Long-form (YouTube/Facebook) 1-2x per month
- c. Stories/Live Videos: As needed for events or Q & As

## **7. Metrics to Track**

- a. Views, likes, shares, and comments per video
- b. Follower growth
- c. Click-throughs to library website or event pages
- d. In-person attendance linked to promoted events

## **Appendix E: Annual Marketing Work Plan**

[View Here](#)

## Appendix E: Annual Comprehensive Marketing Work Plan



Quarter	Action	Audience	Responsible Party	Timeline	Channels	KPI	Status
All	Monthly Theme Promotion: Web Home Page Banner, Web Landing Page, Social Media Post, Staff List Creations, Videos	All patrons	Marketing Manager Content Team	Monthly	Website	Engagement rate	In progress: Themes Set and approved through 12/25
All	Monthly Meeting: Content Team	Internal	Marketing & Content Creators	Monthly	Website	Attendance & content output	In progress
All	Monthly Blog Post	Patrons & Public	Marketing Manager	First week of each month	Website/Social Media/Patron Email	Views	In progress
All	Monthly Patron E-newsletter	General/Patrons (Patron Point list)	Marketing Manager	Monthly	Email via Patron Point	Open & Click rate	In progress
All	Bi-monthly E-newsletter - Children	Families/Parents/ Caregivers in PP list	Children's Dept Email team	1st & 3rd Weeks	Email via Patron Point Kids News list	Open & Click rate	In progress
All	Monthly E-newsletter - Robert Crown Branch	RC Branch Patrons/All Patrons	Crown Staff - Email Team	Monthly	Email	Open & Click rate	In progress
All	City Ward Engagement Marketing	City Residents	Marketing Manger	Year-round	Events, Flyers, Social, TBD	Ward participation metrics	Planning Stage
All	Monthly Evergreen Social Media Promotion	General Public	Social Media Manager	Monthly	Social Media	Engagement	In progress
All	Social Media Weekly Calendar	General Public	Social Media Manager/Marketing Manager	4-6 Posts per week	Facebook/Insta	Consistency & reach	In progress
All	Quarterly engagement	LinkedIn	Marketing	5-10 Posts	LinkedIn Post	Engagement	Planning Stage

	on LinkedIn	/Professional Community	Manger	Annually dependent on need			
All	Year-round Event Marketing	Community/Patrons	Marketing Manager/Event Staff	Year-round	Social Media, Website, Flyers	Event attendance	In progress
All	Miscellaneous Promotions to increase attendance/On-Demand Marketing	General Public	Marketing	On-demand	Press, Website, Social	Media pickup	As needed
All	Extend Marketing Efforts to Marginalized communities	Families, Residents non-patrons	Marketing Manager, Engagement staff	Monthly Efforts as defined	Boots on the ground, flyers, social media (hyper-localized, local, ward-communicaitons	Attendance, Engagement metrics when applicable	Planning Stage
Q1	Case-for-Support Campaign	Donors/Community /Patrons	Development Team/Marketing Manager	January	Email, Website, Social	Funds raised	Slated for fall
Q1	Create/Revise Content Calendar for the Year	All	Marketing Manager	For the Year	Designate for all channels	Completion of tasts	Slated for fall
Q1-Q2	Annual Report Production	Stakeholders/Donors	Marketing Manager	Dec - April	Print, Digital/ Web Page/ Email to all patrons w/link to landing page	Completion & Distribution	Slated for fall
Q1, Q2, Q3, Q4	Quarterly Metrics Assessment	Internal	Marketing Manager	Quarterly	Reports	Campaign, Engagement and Attendance ROI	Planning Stage
Q1, Q3	Quarterly Brand Standards Reminder	Staff	Marketing Manager	Quarterly	Staff Email, Intranet	Compliance checks by Marketing Manager	In progress
Q2	Summer Reading Program Promotion	Parents/Children/ Caregivers/ Families	Youth Services Team, Marketing Manager	May-July	Website, Social Media, Email	Engagement/ Participants	Planning Stage

Q2	Summer Fundraising Appeal Promotion	Donors/Patrons	Development/ Marketing Manager	June - August	Website, Social Media/ E-mail	Funds raised	Creation Stage
Q2	Promote National Library Week	All patrons	Marketing Manager	Second Week of April	Social Media, Website, Email	Engagement rate	Complete
Q3	Donor Recognition Pitch Collateral	Major Donors	Development/ Marketing Manager	September	Pitch Deck, Brochure	Collateral readiness	In progress
Q4	Market Winter Appeal	Donors	Development	Nov - Dec	Website, Email, Social	Funds raised	Slated for fall
Q4	Comprehensive Annual Market Analysis	All	Marketing Manager	Once per year	Analyze all		Planning stage

May, 2025





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# Evanston Public Library Crisis Communications Plan

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Prepared for Public and Board Use  
May, 2025

## **I. Introduction**

**Plan Purpose:** This plan outlines EPL's strategies for responding to crises in a timely, transparent, and coordinated manner. The objective is to establish EPL as the trusted source of public information during emergencies.

**Definition of a Crisis:** Any event—natural disaster, cyberattack, scandal, public safety issue, stakeholder backlash—that may disrupt operations or damage EPL's reputation.

**Scope:** Applies to all EPL staff and board members involved in crisis response or communication.

## **II. Objectives of Crisis Communications**

- Protect health, safety, and welfare.
- Protect EPL's image and trust.
- Communicate quickly and consistently.
- Establish EPL as the central information source.
- Correct misinformation rapidly.
- Keep staff informed and aligned.
- Facilitate return to normal operations.



### **III. Crisis Management Team (CMT)**

- ED: Leads decision-making and final message approval.
- AD: Supports operations and messaging.
- CM: Manages media and internal/external communications.
- LBP: Board-level spokesperson if needed.
- Additional staff: IT, legal, facilities, etc.

The Situation Room (ED, AD, CM, LBP + 1 expert) must meet immediately once a crisis is identified.

### **IV. Risk Assessment and Preparedness**

- Conduct yearly crisis drills.
- Maintain contact with local emergency PIOs.
- Review and revise this plan annually.
- Monitor EPL mentions using Google Alerts.
- Hold tabletop simulations quarterly.

### **V. Communication Protocols**

- Activate plan once a crisis is known.
- Share Pre-Planned Responses with all staff/board immediately.
- ED is the sole spokesperson; others use scripts.
- All public messages require ED approval.
- Situation Room develops and approves crisis narrative.

### **VI. Communication Channels**

- EPL Website (primary hub)
- Email/e-newsletter
- Social media (Facebook, Instagram, X, etc.)
- Partner alerts (City, School Districts)
- Local media (print/TV/radio)
- Self-publishing platforms (Patch, etc.)



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## **VII. Media Relations**

- CM manages media list and relationships.
- Host press conferences when warranted.
- Keep messaging consistent and professional.
- Update media contact list regularly.

## **VIII. Public Feedback and Engagement**

- Establish a dedicated email/phone line during a crisis.
- Collect feedback using surveys or public meetings.
- Engage community post-crisis to rebuild trust.

## **IX. Evaluation and Updates**

- Conduct a post-crisis debrief.
- Survey internal staff and the public.
- Document lessons learned.
- Revise plan based on new information or risks.



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## **X. Appendices**

1. EPL Crisis Team Acronyms
2. Pillars and Principles of Crisis Communication
3. Narrative Development Guidance
4. Situation Room Meeting Guidelines
5. United Front Principle
6. Pre-Planned Internal Responses
7. Public Messaging Templates
8. Press Conference Checklist (Short + Long)

Detailed Internal Appendices

### **Appendix 1 – EPL Crisis Team Acronyms**

ED: Executive Director

AD: Assistant Director

CM: Communications Manager

LBP: Library Board President

CMT: Crisis Management Team

PIO: Public Information Officer

### **Appendix 2 – Pillars and Principles**

1. Honor: Treat the public and press with respect.
2. Humility: Share facts—even if unfavorable.
3. Gratitude: Acknowledge community support.
4. Grit: Do the hard but necessary work.
5. Faith: Trust the team and protocols.
6. Forgiveness: Own mistakes, correct course.

These build long-term credibility during a crisis.

### **Appendix 3 – Narrative Development**

In the Situation Room, use these questions to shape messaging:

- What happened?



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- Who is affected?
- What are we doing about it?
- How can people stay safe/informed?
- What will we share next, and when?

Avoid speculation or blame. Prioritize facts, empathy, and clarity.

#### **Appendix 4 – Situation Room Guidelines**

Convene immediately (ED, AD, CM, LBP + 1 expert). Responsibilities:

- Assess known facts
- Draft initial narrative and responses
- Approve public and internal messages
- Identify next briefing/update timeline
- Set next meeting/check-in time

#### **Appendix 5 – United Front Principle**

Only ED can speak to the media/public.

If approached, staff should say:

“Our Executive Director is our spokesperson. I will forward your request.”

Never speculate, post, or comment on crises externally.

#### **Executive Summary for Public and Board**

This document summarizes EPL's approach to crisis communications. The Executive Director is the official spokesperson, and EPL.org is the primary hub for all public updates. All communications will be issued with clarity, empathy, and transparency to maintain public trust.