

Timeline: Building Your Base

MONTH	PLANNED ACTIVITIES [Note: Activities will be initiated by the Project Coordinator in collaboration with Project Libraries]
April 2007	<p>1. Identify market segments to target.</p> <ul style="list-style-type: none"> ▪ Meet with target libraries to kick-off grant and brainstorm ideas. ▪ Generate a list of individuals/groups who fall into the category of frequent voter/non-patron. ▪ Define who they are within the community: demographics, lifestyle and behavior information. ▪ Analyze available consumer market data to identify characteristics of these individuals. <p>Share the data collected with target libraries. Select two to three groups to target exclusively with each library community.</p>
May - June 2007	<p>2. Investigate selected target market segments.</p> <ul style="list-style-type: none"> ▪ Examine trends and activities that interest target groups. ▪ Conduct personal interviews with individuals from selected target groups to gain insight into how they think, behave, communicate and what they value. ▪ Study how preferred organizations meet target groups' needs. <ul style="list-style-type: none"> ○ Visit stores which members of target groups frequent. ○ Examine websites that members of target groups' visit regularly. ○ Study publications they read. ○ Attend meetings or trade shows that directly relate to the target groups needs or interests. ▪ Conduct a pilot program with one target group: hunters/sportsmen. (This program will be based on preliminary work done by a recent MHLS intern.)
July 2007	<p>3. Develop a strategy for reaching target groups.</p> <ul style="list-style-type: none"> ▪ Create a program or service for each identified target group. ▪ Develop a communication strategy for reaching each target group based on information gathered about them. ▪ Meet with the MHLS Marketing & Program Advisory Committee to review strategy and obtain suggestions for increasing effectiveness.
August - November 2007	<p>4. Initiate targeted outreach.</p> <ul style="list-style-type: none"> ▪ Make arrangements to implement programs/services for selected target groups at project libraries. ▪ Assist project libraries in offering workshops and events or implementing services for target groups. ▪ Support project libraries in implementing the communication strategy outlined for each target group. ▪ Utilize evaluation measures to gauge effectiveness of all outreach efforts.

<p>December January 2007/2008</p>	<p>6. Refine program/services strategies based on feedback and outcomes.</p> <ul style="list-style-type: none"> ▪ Meet with the MHLS Marketing and Program Advisory Committee to assess program results. ▪ Refine program outlines and ideas based on feedback and results from target group participants. ▪ Identify additional action strategies for reaching target groups based on new learning. ▪ Create online toolkit with proven strategies for reaching selected target groups.
<p>February March 2008</p>	<p>7. Offer system-wide marketing strategy.</p> <ul style="list-style-type: none"> ▪ Use feedback obtained from participants and general ideas gleaned during this grant program to polish toolkit resources. ▪ Publicize toolkit availability in System Bulletin, listserv, and website. ▪ Enter programming ideas into the MHLS EZ Library Program Database [http://midhudson.org/resources/ezprogram.htm] ▪ Encourage additional member libraries to include outreach strategies in their long-range plans. ▪ Share strategies with library trustees at board meetings and trainings. ▪ Utilize evaluation measures to assess the overall impact of the project.