



REPORT TO THE LIBRARY BOARD

MEETING DATE: May 21, 2008

Session:	Public Session
Subject:	LPL Marketing Update
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Purpose of Report:	For Receipt and Information Only <input checked="" type="checkbox"/>

Recommendation

It is recommended that this report be received by the Board.

Issue / Opportunity

Progress continues in the implementation of LPL's marketing strategy, including the application of the new brand and the revitalized "look and feel" of LPL marketing and communication assets. This report is intended to provide Board members with two key updates in this area:

- i) Redesign of Access Magazine
- ii) Recent Awards

Background & Review

Access Redesign

Access Magazine, the community's source for Library information and programming, has a long and rich history at LPL, dating back nearly 35 years. It has had countless iterations and formats, changing with the time and with technology from, for example, 1987, when it was two sheets of legal sized paper, typed and folded together. It's been reviewed and revised, discontinued and reconstituted, and distributed both widely and narrowly. The newly refreshed version, debuting in June as the Summer 2008 issue, will be distributed across the community in our 16 locations and in other community destinations like Tourism London, St. Joseph's Healthcare London, Fanshawe College, Mainstreet London, London Arts Council, and the YMCA.

All of the marketing department's work is intended to support the organization's innovations in public service, collections and programming by telling the many success stories of *our Library* in contemporary, dynamic and relevant formats. This revitalized Access Magazine is a big part of telling that story. We are pleased to be introducing a refreshed format – evolved from a broadsheet newspaper focusing almost exclusively on program listings to a glossy full-colour magazine, focusing on Library programming, on our many important resources and services, and on the variety of ways that LPL and our partners are economic, social and cultural drivers

for the London community. It will include interesting editorials, the latest and greatest picks from our collection, special sections for children's and teen services, and a comprehensive listing of Library programs at the back of each issue, among other new features. It will also encourage usage of the LPL website by referring readers to our virtual branch for additional information, features etc.

The new format was designed by a multidisciplinary team of LPL employees from marketing, public service, children's services and community outreach, to whom we owe our great thanks. Two LPL marketing team members in particular, Communications Officer Lynda Kirkham and Graphic Designer Betty Lueddeke, are to be congratulated for their passion and vision in revitalizing this important information and marketing tool.

Access will be available for pick up in all locations and at partner organizations across the community on or before June 1. Sample pages will be previewed at the May Board meeting.

Marketing Awards

LPL's marketing team is to be the recipient of two IABC (International Association of Business Communicators) Virtuoso Awards for notable work in Marketing and Communications, as follows:

Award of Excellence - Communications Skills - Publications - for our "My Library has Changed" 2006-07 Report to the Community

Award of Merit - Communication Skills - Electronic and Digital Communications - for "My Library's Virtual Branch" website redesign

Projects are rated based on the communications product (50%) and the work plan (50% - describing the need/opportunity, audience, goals/objectives, solution/approach, implementation/challenges, and measurement/evaluation.) This year's judges for London work were from IABC's east coast and golden horseshoe (K-W) chapters.

The awards will be presented at a gala dinner on June 6.

IABC is a professional development network of more than 15,000 business communication professionals in over 70 countries. IABC Virtuoso awards recognize the best in local communications and design in communities internationally; in London, the awards are in their 13th year.

A HUGE CONGRATULATIONS to the Marketing Team, in particular eCommunications Librarian Lisa Manax Skikos, who led the website project, as well as the entire website advisory team; and Lynda Kirkham and Betty Luedekke for their work on the community report. The entire marketing team continues to exhibit vision, passion and dedication along with their high quality work.