



JOLIET PUBLIC LIBRARY

CONNECTING YOU TO THE WORLD

Marketing and Community Outreach Policy

**Adopted by the Joliet Public Library Board of Trustees
January 20, 2011**

The Joliet Public Library recognizes the need to increase awareness of library resources and services in our community, particularly among nonusers and the underserved.

- We are committed to serving the community by evaluating their needs and desires through a variety of channels, including community surveys, customer satisfaction questionnaires, and social networks.
- We will reassess these needs by regularly soliciting patron input.
- We will foster community relationships and maximize our resources by actively partnering with community organizations in planning joint events, such as festivals, workshops, training seminars, and programs of interest to the community.
- While continuing to meet the needs of our current users, we will actively pursue nonusers and the underserved.
- We will increase awareness and visibility of the library by joining community organizations, attending key community events, giving presentations to local organizations, and encouraging word-of-mouth marketing.
- We will inform the community of significant decisions, programs, and services on a regular basis by sending promotional materials to local schools, community centers, and various agencies and by using social, print, electronic, and broadcast media.
- We will evaluate past programs and services for effectiveness in order to determine if we are serving the needs of the community.
- As responsible stewards of community resources, we will prioritize our outreach and marketing efforts to best serve the Joliet community.