I. **Mission Statement**

The purpose of this marketing plan is to educate current and potential patrons of the Thomas G. Carpenter Library about the upcoming Library Commons (LC). The UNF Library Commons fosters student learning and engagement through a suite of services, technologies and study spaces.

Once completed, this project will completely transform how the Library is perceived on campus. As such, it is our primary goal to spread the word via marketing and outreach in order to prepare our patrons for upcoming changes and innovations in the library. The LC is currently in development with a tentative finish date of sometime in Spring 2015.

II. **Audience**

Our primary target audience is current students who study on campus. This group is most likely to use the new Library Commons space and therefore will benefit most direct marketing, as well as word-of-mouth and indirect marketing. Our first secondary target audience is distance learning students, who will benefit from the LC by connecting and collaborating with their on-campus classmates. Other secondary target audiences include faculty and staff, current and potential Library donors, alumni, and members of the wider Jacksonville community. The list of targeted audiences is as follows:

- *Current UNF Students – On-campus*
- Distance learning students
- UNF faculty and staff
- Current and potential Library donors
- UNF Alumni
- Members of the Jacksonville community

III. **Plan Strategies**

In order to achieve our objectives of making the UNF and outside communities aware of the LC, our main strategy will be to directly appeal to our primary and first secondary targets (current students, faculty and staff) by creating a strong series of informative publication features and advertisements. This marketing plan is to be used while the LC is still in the development stage – planning, construction, ordering, etc. will likely happen during the Fall semester. Our primary and first secondary targets will therefore not only need to be made aware of upcoming changes as soon as possible, but they must also be privy to updates once they occur.
IV. Marketing Tools
Numerous marketing tools exist to help get the word out about the LC while it is in the planning and development stages. Here are the promotions and advertisements we will be using to reach out to our target audiences:

1. Word of Mouth
   a. Work with Marketing and Publications (Cathy Cole et al.) to create fliers and handouts
   b. Division/Department meetings with faculty (LC spokespeople and library liaisons to present at various depts.)
   c. Outreach during Market Day, Week of Welcome, and other campus-wide events
2. Publications – facilitated and written by Marketing and Publications
   a. UNF Journal article (alumni and friends, print magazine)
   b. Inside UNF article (employees, e-communication)
   c. Spinnaker article (students, online and print magazine)
   d. UNF Update article (e-communication)
   e. Nest Notes article (alumni, e-communication)
3. Hot Button on the myWings landing page (must link to website – LC LibGuide?)
4. LibTV and video screens at Student Union
5. Social media (Library and other UNF accounts on Facebook, Twitter, Pinterest, Instagram, etc.)

In addition to the above, here are the tools we will use for any LC-related events, such the grand opening in Spring 2015:

1. UNF Hold Message (phone)
2. Online Calendar of Events (must submit first before anything else)
3. Osprey Update for Faculty and Staff/Osprey Update for Students
4. Electronic Signs at three major entrances to campus (space is very limited; for example can say location and event name)
5. Advertisements/news release/pitch to media
6. Social media

V. Calendar (Tentative)

<table>
<thead>
<tr>
<th>Marketing Tool</th>
<th>Planning</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Meet with Graphic Designers</td>
<td>March 2014</td>
<td>Copy and/or flier designs by Fall 2014</td>
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<tr>
<td>Surveys/focus groups</td>
<td>Spring-Summer 2014</td>
<td>Fall 2014</td>
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<tr>
<td>UNF Journal article</td>
<td>Contact Cathy Cole in July/August</td>
<td>Fall 2014 issue prints at beginning of September</td>
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<tr>
<td>Inside UNF</td>
<td>July/August</td>
<td>Publishes 1st of every month</td>
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<tr>
<td>Spinnaker article</td>
<td>Fall 2014</td>
<td>Prints once a month; blog updates regularly</td>
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<tr>
<td>UNF Update</td>
<td>Fall 2014</td>
<td>Sent once a month</td>
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<tr>
<td>Nest Notes</td>
<td>Fall 2014</td>
<td>Sent twice a month</td>
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<tr>
<td>Hold message</td>
<td>Spring 2015</td>
<td>1 month notice to record/run</td>
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<tr>
<td>Market Days</td>
<td>Fall 2014, Spring 2015; Wednesdays</td>
<td>Will schedule dates when form becomes available</td>
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<tr>
<td>Department meetings</td>
<td>Spring 2015</td>
<td>Liaisons schedule meetings/attend faculty meetings in 2015</td>
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