Here We Grow
Aqui Crecemos
The library’s resources are constantly growing and changing along with our patrons and our city.

The library is innovative and forward-thinking.

The library has something to offer everyone, regardless of age, race, economic background, special interests, etc.

CPL: Here We Grow!
How We Show We Grow

• A diverse series of patrons using a variety of library resources.

• Supplemental pictograms showing library resources.

• Patron-submitted testimonials that speak to different demographics.

• Opportunities for patrons to show their growth.
Chattanooga Public Library has been a life saver (and a money saver) over the last 6 years! We love having access to the vinyl printer to print signage and goofy stickers for a fraction of the price, and use the recording studio to record podcasts and hang out with other musicians.

Jason Bowers
Co-owner of The Bitter Aliens, The Daily Nation, and The Fix Lounge
How We Tell We Grow

- Billboards
- Printed materials
- Web graphics
- Lobby Display: “Show You Grow” photobooth
- Videos
- Library Card Design Contest
- Marketing kits with posters, stickers and pins for community partners/businesses.
July | August 2019

UNFOLD

4 Becoming OFF/BY/FOR ALL

Why SJCPL joined this worldwide inclusive movement.

ST. JOSEPH COUNTY PUBLIC LIBRARY
Print Materials

• Posters
  – Increase placement with community partners and city offices
• Bookmarks
• Postcards
• Stickers
• Quarterly patron magazine/newsletter
Lobby Display

• Create a real life photo filter/photo booth experience
• Provide a passive yet engaging activity at every branch
• Invite patrons to be a part of our marketing
• Create feelings of excitement and inclusion
Videos

• Feature length video (approx. 5 minutes)
  – Can be used on web and social media.
  – Will provide additional footage for future use

• Promo length video (approx. 1-2 minutes)
  – Can be used for local tv and web ads
Library Card Design Contest

- Leverage community partnerships
- Engage patrons and provide sense of ownership
- Little to no cost
Next Steps

• Gather photos and testimonials (in progress)
• Get quotes from advertising and marketing agencies
  – Maycreate (videography and advertising)
  – Johnson Group (videography and advertising)
  – Humanaut (videography only)
  – Freelance videographers
• Get quotes for billboard materials through Reagan Advertising