

# Marketing and Communications Plan for Lemont Public Library’s Homeschool Programming

**DATES:**

May 1, 2026 – April 30, 2027

**GOAL:** Our library’s homeschool families will understand and embrace that the library as a place for more than simply socialization, but also a place where supplementary education can take place.

**MEASURABLE OBJECTIVES:**

1. We will see a 20% increase in attendees at education-focused homeschool programs when compared to last year
2. We will see an 85% response rate of mostly satisfied to satisfied when answering the question regarding education-focused programs meeting the needs of homeschool families as part of the end of school year survey.
3. We will see an increase of 50% to the overall response rate to the educational needs assessment survey for homeschool families

**AUDIENCES:**

INTERNAL	EXTERNAL	FUNDING STAKEHOLDER
<ul style="list-style-type: none"><li>• Youth Services Staff</li><li>• Board members</li><li>• Library Director</li><li>•</li></ul>	<ul style="list-style-type: none"><li>• Homeschool Parents</li><li>• Homeschool Kids</li><li>• News Media</li><li>• Local Media</li></ul>	<ul style="list-style-type: none"><li>• Friends of the library</li><li>• Local business donors</li><li>•</li><li>•</li></ul>

## **KEY MESSAGES:**

Key Message: The library offers high-quality educational programs directed at homeschool families

Supporting Statements:

- Last year we offered a workshop that focused on helping homeschool parents identify high quality curriculum for children's needs
- Last year we offered a program series on coding concepts for homeschool kids, offered during the daytime to better work with their schedules.

Key Message: The library is a nexus for the homeschool community

Supporting Statements:

- The library's homeschool hangout program is one of the longest running and most popular programs put on by the Youth Services department
- Patron organized regular homeschool meet ups at the library in addition library programming

Key Message: The library wants to meet the unique needs of homeschool families from the community it serves

Supporting Statements:

- In response to community feedback we doubled the size of our curriculum materials collection
- Last year the library partnered with local museums to offer reduced price field trips for groups of homeschool students.

## STRATEGIES, TACTICS, AND ACTIVITIES:

### **Objective 1:** (From Above)

- **Strategy:** Leverage media relations to place a news story on Patch.com
  - **Tactic:** Craft a story about a patron whose child attended an educational program that allowed a learning opportunity that would not have been attainable at home.
    - **Activities:**
      - Write a press release regarding the story and the program
      - Set up an interview with the patron
      - Contact Loretta Sawyer at patch since she has written stories about library programs in the past
  
- **Strategy:** Leverage social media connections to promote educational programs
  - **Tactic:** Post in local homeschool and mom groups
    - **Activities:**
      - Identify groups where patrons frequent for homeschool discussion (facebook, reddit, etc.)
      - Craft posts about individual events as well as sharing the news article
      - If groups are invite only, ask a regular to post on the library's behalf or see if we can get an invite.

## Objective 2: (From Above)

- Strategy: Refocus messaging around educational programs to focus on value
  - Tactic: Rework program descriptions to emphasize the educational value of the programs
    - Activities:
      - Work with YS staff to solidify the learning outcomes of each programs
      - Incorporate learning outcomes into the bottom half of program description, as not to make program seem too dry.
      - Identify buzzwords or frequent responses from previous surveys to incorporate into program descriptions.
- Strategy: Employ frequent communication with patrons regarding homeschool programming value
  - Tactic: Craft a monthly newsletter regarding educational programs during the previous and upcoming months.
    - Activities:
      - Assign a YS staff member to collect information and draft newsletter
      - Design letterhead/branding for newsletter
      - Tie programs in newsletter directly to patron responses to previous year's survey.

### **Objective 3: (From Above)**

- Strategy: Offer direct incentives to participation
  - Tactic: Leverage the existing relationship with community partners for incentive acquisition
    - Activities:
      - Reach out to Rosati's pizza and The Forge about getting additional pizza/admission coupons that they normally donate as part of summer learning incentives
      - Work together with partners to get clearance for digital delivery of coupons
      - Implement a question on the preference for incentive at end of survey
      - Make staff aware of survey follow up and procedures for sending coupons.
  
- Strategy: Extend the reach of survey promotion beyond in person participation
  - Tactic: Make use of digital marketing tactics
    - Activities:
      - Post on local homeschool and mom Facebook groups (
      - Build an email list of past program registrants/survey participants
      - For private Facebook groups, ask parents who are regulars if they would be willing to make posts on behalf of the library
      - Craft messaging for promotion, making sure to include information about the incentives