Marketing Plan for the Drop in Help Desk

Drop in Help Desk
at

"Where the community and computers meet."

Abby Chumin
June 6, 2017
S 557 Marketing for Libraries
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</table>
Executive Summary:

The Lebanon Public Library was established in 1904, and was built with funds provided by Andrew Carnegie. Today, the Lebanon Public Library is funded by taxpayers in Ulen, the City of Lebanon, and Center Township. The library also serves 5 other townships: Clinton, Harrison, Jackson, Marion, and Perry through non-resident cards.

A seven member board of trustees sets the policies based on laws governing public libraries in Indiana. The board is appointed by local community organizations. The Lebanon School Corporation is given 3 seats, the Boone County Commissioners receive 2 seats, and the Boone County Council also receives 2 seats.

A major addition and renovation project in 1991 quadrupled the library's space by adding a building to the original Carnegie structure, and made it handicapped accessible. The library has completed a second renovation and addition project in 2005. The children’s department and adult circulation floors re-opened in 2006. “The new top floor opened in 2009 and includes several meeting rooms, the Avon Audio/Visual Department, and a dedicated 19 station computer lab” (Winkles, 2015).

The Lebanon Public Library can be located on 104 E Washington Street in Lebanon, the phone number is 765-482-3460, and the website is www.leblib.org.

Listed below are some of the vital population statistics that the Lebanon Public Library uses when planning programs and developing marketing:
The library also keeps detailed records of their own statistics, including annual visits, materials circulated, percentage of registered card holders, programs, staff numbers, as well as additional statistics (Indiana State Library, 2015). These statistics help guide the library when dealing with a marketing campaign:

### General Population Information

| Total Population | 15,792 | --- |
| Females          | 8,215  | 52.0% |
| Males            | 7,577  | 48.0% |
| 65 Years and Older | 2,315  | 14.7% |
| Median Age       | 37.5   | --- |
| Caucasian        | 15,171 | 96.1% |
| Asian            | 100    | 0.6% |
| African American | 85     | 0.5% |
| Hispanic or Latino | 489   | 3.1% |


### Highest Degrees Obtained

| Population 25 years and Older | 9,975 |
| High School Diploma (Includes Equivalency) | 86.4% |
| Bachelor’s Degree or Higher | 17.7% |


### Employment and Income

| 16 Years and Above | 11,956 | --- |
| Employed           | 7,492  | 62.7% |
| Unemployed         | 348    | 2.9% |
| Median Income      | $46,339 | --- |
| Mean Income        | $54,360 | --- |

## General Statistics:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Materials Circulated</td>
<td>75,291</td>
</tr>
<tr>
<td>Resident Registration as a Percentage of the Population</td>
<td>47%</td>
</tr>
<tr>
<td>Annual Visits</td>
<td>342,612</td>
</tr>
<tr>
<td>Reference Transactions</td>
<td>7,500</td>
</tr>
</tbody>
</table>

## Cardholders:

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Resident Registered Borrowers</td>
<td>8446</td>
</tr>
<tr>
<td>Reciprocal Borrowers</td>
<td>93</td>
</tr>
<tr>
<td>PLAC Borrowers</td>
<td>3</td>
</tr>
<tr>
<td>Percentage of Population Served that are Borrowers</td>
<td>47%</td>
</tr>
</tbody>
</table>

## Programming:

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s Programs</td>
<td>327</td>
</tr>
<tr>
<td>YA Programs</td>
<td>94</td>
</tr>
<tr>
<td>Adult Programs</td>
<td>85</td>
</tr>
<tr>
<td>Total Programs</td>
<td>506</td>
</tr>
<tr>
<td>Total Attendance for All Programs</td>
<td>20,577</td>
</tr>
</tbody>
</table>

## Staff:

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Staff</td>
<td>30</td>
</tr>
<tr>
<td>Total Number of MLS Librarians</td>
<td>2</td>
</tr>
</tbody>
</table>
Additional Statistics:

<table>
<thead>
<tr>
<th>Service</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Databases</td>
<td>28</td>
</tr>
<tr>
<td>ILL Provided to Other Libraries</td>
<td>4,232</td>
</tr>
<tr>
<td>Number of Public Computers</td>
<td>39</td>
</tr>
<tr>
<td>Number of Public Printers</td>
<td>3</td>
</tr>
<tr>
<td>Number of Public Scanners</td>
<td>3</td>
</tr>
<tr>
<td>Number of Public Computer Users</td>
<td>18,948</td>
</tr>
</tbody>
</table>

The library is not currently fulfilling a community need that will be solved with the Drop in Tech Desk weekly program. The library has received requests for computer classes and for help with various technology devices. Currently, neither of these are offered. This is due to the computer lab help desk staff leaving the library, as well as staff schedules not allowing for the program during the day. A staff member offered to change their schedule around for this purpose and to be able to offer the one-on-one help that the community has been asking for.

Theoretical Foundation:

The following articles and research were consulted when preparing this marketing plan:


Research done by Richmond in the article “Assessing Attitudes Toward Computers to Measure the Effectiveness of Computer Instruction” used a pre and post-test method to show the impact of instruction. The participants had increased positive attitudes after instruction and the results informed the library of what to emphasize for future classes: “repetition, risk control, formative assessment, and engagement” (Richmond, 2013).

According to research released in 2014 by the Pew Research Institute, senior surveyed responded that they do indeed require assistance when using technology: “A significant majority of older adults say they need assistance when it comes to using new digital devices. Just 18% would feel comfortable learning to use a new technology device such as a smartphone or tablet on their own, while 77% indicate they would need someone to help walk them
through the process ("Three Technology Revolutions", 2014). Kelly and Hibner’s article “Teaching Computers to Seniors” delves into one library’s observations and changes to their existing computer class. They stated: “patrons may feel that if they participate in a particular program that they are considered to be 'information illiterate... librarians must take a positive approach to teaching any information session” (Kelly and Hibner, 2005). The Lebanon Public Library will be using this article to help assess the classes and guide the classes to be more user-friendly and non-threatening.

This program is similar to the one ran in Roy, Bolfing, and Brzozowski’s article “Computer Classes for Job Seekers: LIS Students Team with Public Librarians to Extend Public Services.” While the Lebanon Public Library is not involving LIS students, it will be “responding to community needs” and hope to see “patron attendees reporting high satisfaction with the courses” (Roy et al, 2010). The library hopes to develop the same relationships with patrons and skillsets that the students did in the article.

**Market Audit and Research:**

**Analysis**

In 2015, the library had 18,948 users of public computers. The library also had 45,150 users connecting to the Wi-Fi (Indiana State Library, 2015). Only 47% of the population have library cards, but the use of the public computers and Wi-Fi does not reflect only that statistic. 80% of the population uses library services, so that accounts for 33% of users not having a card, but still utilizing the library.

Census data informs the library that 14.7% of the Lebanon population is 65 and older with a median age of 37.5 (American FactFinder, 2010). Additionally, 62.7% of the population is employed with only 17.7% having a college degree (American FactFinder, 2010). The community members that are deemed ‘seniors’ and the working class that might not have had a lot of exposure to technology through their education have a high potential for use of a technology assistance program.

The library’s technology assistance program is the only technology help being offered to people in town. There is no other local competition for this programming. In 2015, the library held 85 adult programs with an attendance of 537 adults (Indiana State Library, 2015). Offering one-on-one technology help would not only raise the final program attendance number, but could increase the number of adults attending all programs by informing the patrons of what is accessible.

The library’s strategic plan specifically mentions providing “updated and current technology as well as adequately trained staff” as an objective (Martin, 2014). Providing the Drop in Tech Desk would fulfill one of the objectives of the strategic plan, as well as filling a
community need. Current marketing strategies include print materials, handouts, using social media, and using the library website.

**Environmental Scan**

**Political:**

The overwhelming majority of political representation in Lebanon is Republican. All 7 of the city council are Republicans and all 10 township trustees are Republican as well (City Council Members, 2017) (Johnson, 2015). Because of this conservative representation, the library must tread carefully when coming up with new ideas. Although the city’s representation is one party, the town has diverse believes and party systems.

The library was recently concerned about the public Wi-Fi usage. Realizing that there was no terms and conditions attached to using the Wi-Fi, the IT specialist had to put together one that pops up on each user’s device the first time logging in. Doing this put us in compliance with the server providing us with Wi-Fi.

**Economic:**

According to the 2010 census, 2.9% of the population is unemployed and 25% of the employed population make minimum wage (American FactFinder, 2010).

The library receives almost all of it’s funding through property taxes. Only a few townships out of the 8 served have agreed to pay the property tax to the library. This means that there are townships members that have to pay for a library card. This is not always feasible for families to obtain a card if they are unemployed or don’t make enough to afford the luxury.

While the Lebanon Public Library’s budget is stable and healthy, it is minimally staffed. There are only just enough people to staff the three front desks and the heritage center. Time and staffing constraints place restrictions on what can be offered in regards to adult programming.

**Social:**

An increasing number of patrons are adopting the use of technology and the use of downloadable technology. The reason the library needs the Drop in Help Desk is because many of the patrons don’t understand how to use the technology to download eBooks and other materials.

**Technological:**

Many Lebanon residents own their own technology devices, such as smart phones, tablets, eReaders, GPS, and laptops. Some residents own older devices, but almost always have a newer version of the smart phones. Although the residents own their own technology, they do not generally purchase eBooks and other materials for themselves. They prefer to use the library’s resources for free, but generally need some assistance in doing so.
## SWOT

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Currently offering the Evergreen System with interlibrary loan</td>
<td>- No formal or informal training offered for seniors to learn how to use their devices</td>
</tr>
<tr>
<td>- Currently offering Overdrive for eBooks</td>
<td>- Front desk staff are not consistently trained and educated to be able to assist with technology related questions</td>
</tr>
<tr>
<td>- Outreach with assisted living centers with homebound delivery service</td>
<td>- Not enough flexibility for a staff member to start the help desk</td>
</tr>
<tr>
<td>- Over 15 databases offered</td>
<td></td>
</tr>
<tr>
<td>- Public access computers and Wi-Fi</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>- In a recent survey, 68% of respondents were interested on a technology class</td>
<td>- The library does not currently offer any technology training to the public</td>
</tr>
<tr>
<td>- Downloadable material is growing in use</td>
<td>- The library received 24 verbal or written requests for a technology class in the past two years</td>
</tr>
<tr>
<td>- The library is located at the center of town with plenty of parking— an easy way for patrons to attend programs</td>
<td>- Technology is evolving at a pace that some find intimidating to keep up with</td>
</tr>
</tbody>
</table>

## Original Data

Primary data collection will occur with the use of an online survey located on our website, the survey emailed out to our e-newsletter recipients, and paper surveys located at all circulation desks. The following questions will be included on the survey:

1. What is your age?
   - o Under 10
   - o 10-17
   - o 18-25
   - o 26-35
   - o 36-45
   - o 46-55
   - o 56-65
   - o 65-75
   - o 76 or older
2. How often do you come to the library?
   - o Several times a week
3. Have you ever used Overdrive from the Lebanon Public Library?
   o Yes
   o No
4. Do you use the online catalog on the library’s website (leblib.org)?
   o Yes
   o No
5. Do you use your account to renew items, place holds, and more online?
   o Yes
   o No
6. Have you ever asked for technology help from library staff?
   o Yes
   o No
7. Do you own any technology, such as a smart phone, tablet, laptop, eReader, or other?
   o Yes
   o No
8. Would you be interested in attending a one-on-one technology help session with a staff member?
   o Yes
   o No
9. What technology questions and problems would you like to receive help with?

**Market Segmentation:**

The library has identified 12 segments in Boon County. The segment with the highest population is the age group of 40 and older. They comprise of 48% of the population in Boone County and make up 40% of library patronage. This segmented group is generally described as somewhat tech savvy, and generally own some form of technology. Targeting this age group will fill the community need of one-on-one technology help, and potentially boost library card sign ups.

Focusing on the segmented group of community members 40 years old and above is the best use of the library’s time and efforts in providing one-on-one technology help. The stated age group are the community members asking for the individualized help, own the technology that they need help with, and would like to better utilize the library’s online resources. Many activities, such as taxes, filling out government forms, and searching for information, are all done online now. The segmented age group has expressed a need with technology training to streamline their lives and to stay current with the world.
Service Identification:

The product concept behind the Drop in Help Desk is a sought after community need: patrons and community members have frequently expressed the need to understand their own technology and utilize the online library resources. One-on-one technology help would help fulfill the library’s strategic plan goal of continuing lifelong learning (Martin, 2004). This program would also promote information literacy and would offer training using online and print resources.

The Boston Consulting Group (BCG) matrix method is a way to categorize services and grow library business. The library uses this matrix when evaluating programs and services. The library hopes that the Drop in Help Desk to be a “Star” and have high growth and high market share. But in reality, the program has the potential to either be a “Cash Cow” (low growth, high market share) or a “Dog” (low growth, low market share). The program could turn out to be a “Cash Cow” because it is very easy and cost-effective to maintain. The program could turn out to be a “Dog” if the community doesn’t value the service and does not attend.

Mission & Vision:

Lebanon Public Library’s Mission: “The Lebanon Public Library is an active resource advocating literacy for the future that provides opportunities for cultural, educational, and personal growth” (Cunyngham, 2015).

Lebanon Public Library’s Vision: “We envision a community where every person has the opportunity to reach his or her own full potential in a town that values family, diversity, and cooperation. The library enlightens and enriches the people of Boone County by providing responsive, dynamic services that meet the changing informational needs of a diverse population. The library is committed to superior service that promotes a strong, literate community and enhances the quality of life” (Martin, 2014).

Goals & Objectives

The library decided to focus its goals for the 2014-2017 strategic plan in three areas of improvement and this marketing plan will focus on the first two:

Innovation to create an exceptional user experience.
Community Connections to maximize library services through community partnerships.
Financial Accountability to exercise careful stewardship of our shrinking resources (Martin, 2014).
**Goal 1:** LPL will offer more programming to encourage lifelong learning in the senior age range.

**Objective 1:** Create, plan, and implement a Drop in Help Desk program led by a staff member.

**Goal 2:** LPL will increase the number of adult patrons attending programs.

**Objective 2:** Attract and help at least 100 patrons during one year of programming from the implementation of the Help Desk.

**Goal 3:** LPL will increase awareness of the library’s digital and online resources.

**Objective 3:** Increase usage of OverDrive materials, online Evergreen accounts, and databases in the 40 and older age range segment by 20 percent.

**Timeline & Actions:**

**April 2017:**
- Conduct technology survey
- Analyze results
- Speak with local assisted living, retirement homes, Boone County Senior Services, and nursing homes about new program

**May 2017:**
- The Adult Services Librarian will create an in-person and online sign up on the adult department page
- Marketing materials will be created

**June 2017:**
- Marketing materials will be sent out
- Flyers will be placed throughout the building
- An ad will run in the Lebanon Reporter, the local newspaper
- Program will be added to the community calendar on Radio Mom, the local radio station

**July-October 2017:**
- The Drop in Help Desk will be held every Tuesday from 4-6 pm
- Surveys will be given out at the end of each individualized session
- Program attendance will be recorded by staff member
- If attendance is low in the first few weeks, additional marketing and promotion will take place
• Survey results will be analyzed to determine if anything needs to be changed

**November 2017:**
- Classes will continue
- Survey results will be analyzed to determine if anything needs to be changed

**December 2017:**
- End of the year evaluation of staff member
- End of year evaluation of program to determine if it was successful and should be continued
- New seasonal marketing materials will be made—holiday themed. Example: “Know how to work that new Kindle? Come to a help session!”

**Budget:**

<table>
<thead>
<tr>
<th>Materials</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Marketing Materials</td>
<td></td>
</tr>
<tr>
<td>A. Print Materials</td>
<td></td>
</tr>
<tr>
<td>Paper</td>
<td>$100.00</td>
</tr>
<tr>
<td>Card Stock</td>
<td>$100.00</td>
</tr>
<tr>
<td>Postage</td>
<td>$95.00</td>
</tr>
<tr>
<td>Ink</td>
<td>$50.00</td>
</tr>
<tr>
<td>A. Online Materials</td>
<td></td>
</tr>
<tr>
<td>Survey Template</td>
<td>$20.00</td>
</tr>
<tr>
<td>Sign Up Sheet Template</td>
<td>$30.00</td>
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<tr>
<td><strong>MATERIALS TOTAL</strong></td>
<td><strong>$395.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Staffing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Staff Salary and Benefits</td>
<td></td>
</tr>
<tr>
<td>IT Specialist ($18.00/hr x 20 hours)</td>
<td>$360.00</td>
</tr>
<tr>
<td>Adult Services Librarian ($12.00/hr x 40 hrs)</td>
<td>$480.00</td>
</tr>
<tr>
<td><strong>STAFFING TOTAL</strong></td>
<td><strong>$840.00</strong></td>
</tr>
</tbody>
</table>

**Total** ........................................... $1235.00
Marketing Toolkit:

Promotion

Promotion will include online and print marketing materials that include the program logo, slogan, and additional information. The promotional material will be kept consistent to achieve a fluid marketing experience and easily recognizable flyers. The program will have a “kickoff event” during the 2017 summer reading street fair. The Adult Services Librarian will set up a booth with promotional materials as well as giveaways (pencils, bags, etc.) with the program logo on it.

Message

The TRAP method (timely, relevant, active, and personal) will be used to spread the message of the program: “Where the community and computers meet”. Community members will be able to act in a “timely” manner by being called to action in the print and online flyers. The flyers will include information that the community wanted as per the initial survey, making is “relevant”. Once the first round of classes is held, the staff will create flyers with personal testimony to show how being “active” in the class can be beneficial. The goal of the message and flyers is to make the program feel “personal” where the community can see that this class is for them. This message is associated with the library’s mission and strategic goal to provide “lifelong learning”. Using the terms “seniors” or “elderly” will be avoided to stay away from any negative connotations being attached to the program.

Branding

The intended audience must be able to see the program information, and any other marketing materials. The Adult Services Librarian will create a large, easy to read logo to be associated with the program. The logo will include the Lebanon Public Library logo, which is located on the share drive on the local staff computers. All flyers and information will be in Berlin Sans FB.

Public Relations

Word of Mouth Marketing (WOMM) will be utilized to help spread the word about the positive impact that the Drop in Help Desk is making on the community. Class participants (with a signed waiver) will be featured on the library’s Facebook, Instagram, and on the library website. These posts will include a picture of the patron as well as a quote of their testimonial.
Patrons and users of social media will be able to share these photos with their friends to reach more of the community.

Relationships with the local newspaper, radio station, and local businesses will be utilized to hang up marketing material and run advertisements and PSAs. The library will also take advantage of YouTube and the video feature on the library website by creating short advertisements for the program featuring staff and patrons.

**Publicity**

Quite a few items will be created for publicity for marketing of the program. The publicity materials will reach out to the community, but also the targeted demographic as well, especially during the holiday time where the flyers will be specific about technology gifts.

The online presence that the library has will include the program logo and postings about the program on the library website, Facebook, and Instagram. All posts on social media can be found through the hashtags “techwithLPL” and “LPLHelpDesk”.

Other materials will include business cards to be handed out for patrons needing to contact the Adult Services Librarian, postcard handouts, 8.5 by 14 sized flyers, 11x 17 flyers with a QR code included, bookmarks, and a comic. All publicity items can be printed and put online. Publicity materials are included in the Appendix.

**Advertising**

Existing relationships with the local newspaper, media, and radio stations will be used to promote the program for free. The library is lucky enough to have good working relationships with local media and often get to advertise and include PSAs for free. The library tries to keep sponsorship of programs to a minimum, so that we can call on businesses when we really need them, like during summer reading. Since the program is fairly cheap and easy to run, we won’t need any outside sponsorships.

**Advocacy**

Providing technology assistance, especially to seniors in the community is a much needed and asked for service in Lebanon. In addition to being a needed service, providing opportunities for lifelong learning is an integral part to the library’s strategic and advocacy plans. Through WOMM, online, and print materials, the library hopes that the positive interactions established with patrons and then advertised them will help in advocating that the library is a much-needed resource and service that is indispensable.
**Internal Marketing:**

The program will be unveiled at the January 2017 staff meeting. The Adult Services Librarian and the IT Specialist will give a brief presentation outlining the program and the marketing strategies. The floor will then be opened for questions and ways to improve the program. Staff will be encouraged to attend the program if they need it as well as get involved and start getting their hands into help sessions as well.

**Evaluation:**

The effectiveness of the program will be evaluated through patron surveys. Surveys will be created by the Adult Services Librarian, IT Specialist, and Adult Department Head. Patrons will have the choice to fill out a paper survey, or through email.

Staff will tabulate the survey answers and hold a meeting to discuss the results and changes that need to be made. An example of possible survey questions are provided below:

All questions are on a scale of 1-5. 1 being not at all satisfied and 5 being highly satisfied.

1. Were you satisfied with the level of quality to which your tech question was answered?
2. Was the staff member helping you courteous, patient, and friendly?
3. Were you happy with the ways you could sign up for a session?
4. What improvements do you recommend?

**Reflection:**

The Drop in Help Desk will help facilitate to close the digital gap between seniors and their technology. The library wants to place themselves at the forefront of innovation and change in the community. The library wants to be on top of technological changes as well so as to be able to help patrons understand their technology. This brand-new program will be the first step in achieving this goal.
References:


Google Maps. (2016). Retrieved from https://www.google.com/maps/place/Lebanon+Public+Library/@40.0487955,86.4697002,17z/data=!3m1!4b1!4m5!3m4!1s0x88134efd189602e5:0x97793238b5829a03!8m2!3d40.0487955!4d-86.4675115.


"Three Technology Revolutions." Pew Research Centers Internet American Life Project RSS. 1
Chumin 17


Appendix A: Campaign Logo

Drop in Help Desk at

Computer troubles? We Can Help!
Appendix B: Comic

https://Pixton.com/ic:s901w5dq
Appendix C: QR Code Poster - 11x17

Starting July 11th!

Drop in Help Desk
at

Lebanon Public Library

Computer troubles? We Can Help!

Make an appointment for a one-on-one technology help session with a librarian.

Appointments are offered Tuesdays from 4 to 6 pm and last half an hour. More days and times will be added as needed.

Get help with questions such as setting up an email account, downloading eBooks, Word and Excel basics, online job applications, using a flash drive, sending an attachment, using the Library catalog, and finding information online. You are welcome to bring your own device; however, librarians cannot troubleshoot or help with malfunctioning computers or devices.

Call the front desk (765-482-3460) or email Abby at abby@leblb.org to schedule an appointment.

Check out our new website!
Appendix D: Bookmarks

Starting July 11th!
Tuesdays
from 4-6pm

“Where the community and computers meet”

Questions?
Call 482-3460 or email:
abby@leblib.org

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Appendix E: Flyers to be placed throughout the community - 8.5x14

QUESTIONS ABOUT TECHNOLOGY?
The Lebanon Public Library can help!

Drop in Help Desk
at

Starting July 11th, the library will be offering a “Drop in Help Desk” where the public can make a one on one appointment every Tuesday from 4-6pm.

Feel free to bring your own devices, just keep in mind that the librarian cannot troubleshoot or help with malfunctioning technology.

Questions? Call the front desk (765-482-3460) or email Abby at abby@leblb.org.
Appendix F: Postcard Handout

QUESTIONS ABOUT TECHNOLOGY?
The Lebanon Public Library can help!

Make an appointment for a one-on-one technology help session with a librarian Tuesdays from 4 to 6 pm.

Get help with questions such as setting up an email account, downloading eBooks, Word and Excel basics, online job applications, using a flash drive, sending an attachment, using the Library catalog, and finding information online. You are welcome to bring your own device; however, librarians cannot troubleshoot or help with malfunctioning computers or devices.

Call the front desk (765-482-3460) or email Abby at abby@lebl.org to schedule an appointment.
Appendix G: Business Cards

Abby Chumin
Adult Services Librarian
Technology Help

Lebanon Public Library
104 E Washington Street

Need help with technology?
Contact me and we can schedule an appointment!

Drop in Help Desk at
Lebanon Public Library

Phone: 765-482-3460
E-mail: abby@leblib.org
Appendix H: Wall Display

![Wall Display Image]