

I. Purpose of plan

This plan guides how the North Little Rock Public Library System - including William F. Laman Public Library, Argenta Public Library, and the Rover Mobile Library - strengthens relationships with current users and introduces library resources and opportunities to new audiences.

II. Alignment with Strategic Plan

Mission

Empower Community Connections

Vision

Through fully embracing the assets and strengths of our community, we create bold opportunities. Collaboratively empowering one another, we welcome a stronger and brighter future for North Little Rock.

Values

Opportunities — supporting curiosity and exploration

Welcome — creating belonging and accessibility

Community — strengthening connections and care

Strategic Priorities Supported Through Marketing

Sparking curiosity and discovery

Creating meaningful and memorable experiences

Actively promoting the library as “the best first stop”

Removing barriers to access

Optimizing and improving our physical locations and outreach visibility

III. Goals

Each year the board and staff will review the Marketing/Public Relations Plan based on these goals:

- a. Promote all three locations as essential community destinations for learning, creativity, and social connection.
- b. Increase awareness of library materials, digital resources, programs, and workforce and maker opportunities.

IV. Population Overview

- North Little Rock current population: 64,441 (expected 65,650 by 2030)
- Library cardholders: 59% of residents

The largest number of cards are held by 19- to 29-year-olds, followed by students ages 12-18, and 10,891 cardholders live outside the city limits.

Gender: 53% female, 35% male, 12% not listed

Age & location summary (greatest to least):

| Age Group | Total Cardholders | Laman | Argenta | Rover |
|-----------|-------------------|-------|---------|-------|
| 19 - 29 | 10,087 | 8,706 | 1,314 | 56 |
| 12 - 18 | 9,933 | 9,475 | 389 | 63 |
| 60+ | 6,560 | 5,511 | 1,024 | 20 |
| 30 - 39 | 6,534 | 4,665 | 1,776 | 78 |
| 0 - 11 | 6,003 | 5,633 | 302 | 65 |
| 40 - 49 | 5,316 | 4,071 | 1,193 | 48 |
| 50 - 59 | 3,659 | 2,842 | 796 | 19 |
| No DOB | 1,080 | | | |

Last year, over 311,000 people visited the Library, and more than 100,000 participated in programs. The most popular circulating items were streaming digital music, followed by E-Audiobooks, Children's Easy Readers, and E-books.

V. SWOT Analysis

Strengths

- Three distinct and complementary facilities expanding reach and capability
- Dedicated and creative staff delivering responsive programs and resources
- Strong locations:
 - Laman: community anchor with diverse services
 - Argenta: arts district hub with strong walkability
 - Rover: neighborhood access and outreach
- Strong network of partners across education, government, and nonprofits

Weaknesses

- Limited public awareness of full library system breadth
- Need for consistent messaging across branches and initiatives

Opportunities

- Storytelling and branding that positions the library as the “best first stop” for discovery
- Growing partnerships with schools, businesses, and civic groups
- More promotion of digital resources and location amenities
- Increased outreach into emerging and underserved areas

Threats

- Competition for time and attention
- Perception that libraries are less relevant in the digital era
- Economic challenges affecting funding and staffing growth

VI. Target markets

In promoting library services, we will target both internal and external audiences. Concentration on a particular audience will vary depending upon the marketing initiative, the message, and the avenue of communication.

VII. Primary user groups include:

External Audiences

- Children 0 - 11 and families
- Teens 12 - 18
- Young adults 18 -24
- Adults 25 - 54 including caregivers, learners, and working professionals
- Older adults 55+

Homeschooling families
 Entrepreneurs, artists, makers, and workforce learners
 Residents with transportation or mobility barriers
 Non-users and lapsed users
 Just Between Friends (support organization)

Internal audiences

Staff Members
 Library Board of Trustees Members

VIII. Promotional Strategies

| Channel | Strategy | Strategic Priority Alignment |
|---------------------------|---|-------------------------------------|
| Print materials | Location-centered flyers, calendars, bookmarks distributed citywide | First stop + accessibility |
| Digital presence | Updated website with improved navigation for each location's services | Removing barriers |
| Social media | Showcase experiences happening at each location; balanced promotion grid | Meaningful experiences |
| Email newsletter | Target segments (families, creatives, seniors) with location-specific information | Curiosity & discovery |
| In-branch displays | Cross-promotion of services between locations | Optimizing existing locations |
| Outreach | Regular programming and card sign-ups | Removing barriers |
| Press & media integration | Highlight major initiatives and success stories | Community strength |
| Partnerships | Host events and programs with local organizations at all locations | Memorable experiences |

IX. Evaluation

Systemwide Measures

- Attendance and participation trends by location
- Collection use and digital resource engagement
- Website and social media analytics
- Newsletter subscription and engagement
- Community awareness surveys

Library-Specific Measures

- Cardholder growth by geography
- Space use and facility feedback

Evaluation results will be used to improve communication strategies and ensure all locations are positioned as vital, accessible, and welcoming components of North Little Rock's future.