



# MIDDLETOWN PUBLIC LIBRARY



**STRATEGIC COMMUNICATION  
PLAN 2021-2022**

**LATINX & HISPANIC COMMUNITY  
OUTREACH**

LIZ GRAUEL  
LIS-707, FALL 2022

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# EXECUTIVE SUMMARY

# NATIONAL HISPANIC HERITAGE MONTH

SOURCE: <https://www.hispanicheritagemoth.gov/about/>

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**IN COLLABORATION WITH THE HISPANIC COMMUNITY COALITION, MIDDLETOWN PUBLIC LIBRARY IS ENGAGING IN A 15-MONTH INITIATIVE TO DEVELOP PROGRAMMING FOR NATIONAL HISPANIC HERITAGE MONTH AND BROADEN LIBRARY PROGRAMS AND COLLECTIONS TO BE MORE INCLUSIVE OF LATINX AND HISPANIC IDENTITIES.**

With a targeted budget of \$16,000, the MPL Communications team has developed a strategic communications plan to assist with and address MPL's Latinx/Hispanic identity awareness efforts. The communications strategy includes three initiatives:

1. Marketing campaigns for MPL's Hispanic Heritage Month programming in 2021 and 2022
2. Initiation and support of a Promotores Program, through which HCC members of the HHM committee will serve as ambassadors for MPL in Middletown's Latinx and Hispanic communities
3. Community cultural competence outreach, with communication materials targeted towards educators and community leaders.

The strategic communications plan is value driven with a specific mission, vision, and promise to the HCC and Middletown's Latinx/Hispanic community, who are centered in the key messaging and selection of target audience for this plan.

Through print, electronic, social media, and stories in local news, the MPL communications team intends to promote awareness of MPL's programming and collections and to drive civic conversation and interest in Latinx and Hispanic culture.

Our team has established measurable goals for each initiative and a budget corresponding to expenses for this effort. Please contact Communication Manager Liz Grauel for further discussion.

# STRATEGIC PROMISE



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## OUR VALUES: MPL X HHM COMMITTEE



Middletown Public Library and the Hispanic Heritage Month committee embrace the values of equity, diversity, inclusion, and social justice within the walls of the library and in our greater community. Our values reflect our commitment to growing in cultural competence and serving the interests and needs of our Latinx and Hispanic patrons through outreach, programming, collections, and services.

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## OUR MISSION



Middletown Public Library and the Hispanic Heritage Month committee support the needs of Middletown's Latinx and Hispanic communities, regardless of citizenship or immigration status.

## OUR VISION

We are a transformative, progressive, and adaptive public library-community partnership. We aspire to understand and meet the needs of our Latinx and Hispanic communities and to increase cultural competence and inclusivity of Latinx and Hispanic persons in society by evolving library spaces, materials, programming, and outreach.

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## STRATEGIC PROMISE



To the Hispanic Community Coalition and Middletown's Latinx and Hispanic residents, Middletown Public Library and the Hispanic Heritage Month Committee commit to contributing to awareness, cultural competency, and racial equity in the Middletown community by broadening the library's collection and programming to be more inclusive and representative of Latinx/Hispanic identities, promoting education and materials about Latinx/Hispanic heritage to all library patrons, and adapting our outreach efforts to serve and further these initiatives.



# TARGET AUDIENCES



## LATINX & HISPANIC RESIDENTS

The key stakeholders in our communication plan are Middletown's 20,000 Latinx and Hispanic residents. Our values, mission, and vision are centered in elevating Latinx/Hispanic voices and welcoming our neighbors to the library.

## EDUCATORS

Faculty and staff of Middletown Public Schools, private schools in the city, and at Middletown Community College both provide avenues to reaching our Latinx and Hispanic audience and can engage in library programming for growing in cultural competence and advocacy for our Latinx and Hispanic neighbors.

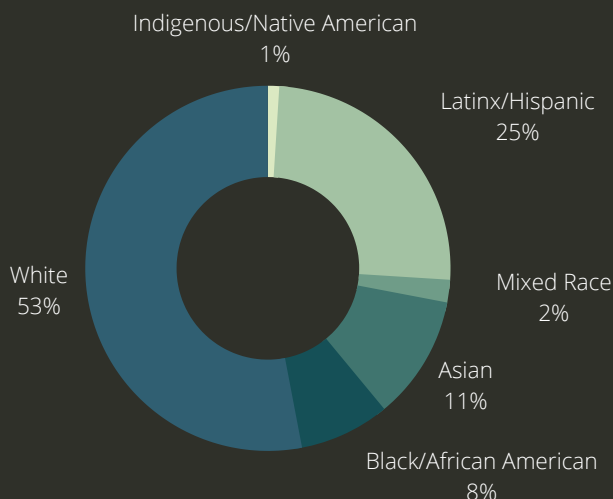
## MPL PATRONS & STAFF

Current MPL patrons and staff have a vested interest in library collections and programming. We seek to educate and engage this audience in promoting the equity, inclusion, and cultural messages of MPL and the HHM committee.

## COMMUNITY LEADERS

Engaging community leaders in Hispanic Heritage Month activities and in cultural competency programming through the library invites greater civic discourse and growth of inclusion and equity initiatives throughout Middletown.

## MIDDLETOWN COMMUNITY RACIAL DEMOGRAPHICS



**1 in 4 Middletown residents identifies as Latinx or Hispanic**



**19,596 NEIGHBORS**

**1 in 8 Middletown residents are undocumented Latinx or Hispanic Immigrants**



**9,798 NEIGHBORS**

# COMMUNICATION & OUTREACH PLAN

## KEY INITIATIVES AND MEDIA

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### INITIATIVE 1: HISPANIC HERITAGE MONTH MARKETING CAMPAIGN

- **Audience:** MPL staff and patrons; Latinx/Hispanic residents of Middletown
- **Key Message:** Celebrate Hispanic and Latinx Heritage with Middletown Public Library
- **Media and Communication Tools:**
  - Emailed fliers to MPL contact list (Spanish and English)
  - Posts on MPL Facebook, Instagram, and Twitter accounts (Spanish and English)
  - Posters in library (Spanish and English)
  - Posters in Latinx/Hispanic community centers (Spanish and English)
  - Media pitches to local television and newspaper press

### INITIATIVE 2: PROMOTORES PROGRAM

- **Audience:** Latinx/Hispanic residents of Middletown
- **Key Message:** MPL is a safe and welcoming place for the Hispanic and Latinx Community
- **Media and Communication Tools:**
  - Handouts and printed flyers (Spanish and English)
  - Library-branded t-shirts
  - Printed surveys

### INITIATIVE 3: COMMUNITY CULTURAL COMPETENCE

- **Audience:** MPL staff and patrons; educators and community leaders in Middletown
- **Key Message:** Become an ally and advocate for our Latinx/Hispanic neighbors
- **Media and Communication Tools:**
  - Mailed flyers to Middletown public and private school administrators and faculty
  - Mailed flyers to Middletown Community College administrators and faculty
  - Posts on MPL Facebook, Instagram, and Twitter accounts
  - Posters in library
  - Posters in schools and community centers
  - Media pitches to local television and newspaper press

# MESSAGING

## KEY MESSAGES IN CONTEXT

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### CELEBRATE HISPANIC AND LATINX HERITAGE WITH MPL



National Hispanic Heritage Month (HHM) is celebrated from September 15- October 15 each year. The MPL HHM committee was established to create programming for HHM. This key message guides communication in this effort.

#### Message Objectives:

- Build awareness of HHM
- Promote MPL programming
- Advance the Hispanic Community Coalition's (HCC) initiatives in partnership with the MPL

### MPL IS A SAFE AND WELCOMING PLACE FOR THE HISPANIC AND LATINX COMMUNITY



The HCC advocates for addressing shortcomings in recognizing and providing for the needs of the Latinx/Hispanic residents of Middletown. This key message is intended to guide outreach and direct communication with this population and improve inclusion in MPL.

#### Message Objectives:

- Welcome Latinx and Hispanic residents to the library
- Encourage and invite dialog with the Latinx and Hispanic community to better understand their needs from MPL in order to shape future collections and programming

### BECOME AN ALLY AND ADVOCATE FOR OUR LATINX/HISPANIC NEIGHBORS



The value and vision of this initiative include educating the broader Middletown community on cultural competency and inclusion of Latinx and Hispanic folks. This message guides outreach to local educators and leaders and invite them to use MPL programming and resources to be better allies and advocates.

#### Message Objectives:

- Create awareness of MPL programming for educators and leaders
- Use educators and community leaders as ambassadors of the MPL/HHM committee's initiatives, materials, and programming

# COMMUNICATION & OUTREACH GOALS

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## INITIATIVE 1: HISPANIC HERITAGE MONTH MARKETING CAMPAIGN

- Achieve 80% attendance rates at HHM programming events
  - Increase circulation and hold requests for HHM-promoted books and materials by 50%
  - 20% growth in library card requests during HHM
  - 4 stories in local media referring to HHM programming at MPL
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## INITIATIVE 2: PROMOTORES PROGRAM

- Receive 200 survey responses
  - Increase promotores volunteer staff by 25% by October 2022
  - Grow Latinx/Hispanic library patronage by 50% by October 2022
  - Increase attendance of ESL and cultural support programming by 50% by October 2022
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## INITIATIVE 3: COMMUNITY CULTURAL COMPETENCE

- Receive 10 requests from educators for curriculum support
- Receive 10 requests from educators and community leaders for onsite programming from the HHM committee
- 4 stories in local media referring to MPL cultural competence outreach efforts with local schools and organizations



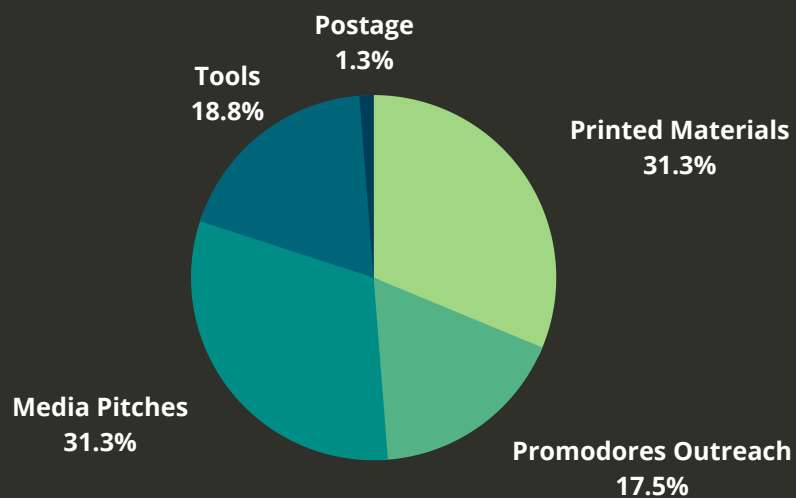
# BUDGET



## STRATEGIC COMMUNICATION PLAN AUG 2021 – OCT 2022

EXPENSE TYPE	AMOUNT
Printing (Flyers and Posters)	\$5000
Postage	\$200
Media Pitches	\$5000
Promodores Outreach (Shirts, Surveys, and Supplies)	\$2800
Design, Social, and Email Management Tools	\$3000
<b>TOTAL</b>	<b>\$16,000</b>

## EXPENSE BREAKDOWN



## Resources and References

Further Reading on Promotores Initiatives:

- <https://www.ila.org/publications/ila-reporter/article/56/going-beneath-the-surface-outreach-to-latino-and-other-communities>
- <https://www.imls.gov/blog/2013/10/linking-library-community>

Value, Mission, and Vision Statements in Strategic Communication Plans:

Rossmann, D. (2019). Creating an Organizationally Embedded Strategic Communication Plan for Libraries. *Library Leadership & Management*, 33(2), 1–17. <https://doi.org/10.15788/201902llm>

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## CONTACT US

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