



MIDDLETOWN PUBLIC LIBRARY

Strategic Communications Plan

STRATEGIC COMMUNICATIONS



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5 EXECUTIVE SUMMARY

This is the **Strategic Communications Plan for the Middletown Public Library** and is designed to set out the objectives, messages, and strategies that will be used from August 1st, 2022–October 31, 2023

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OBJECTIVES

Increase Middletown Hispanic/Latinx Library Engagement

Reinforce The Library as Welcoming

Provide access to needed resources

Establish an ongoing partnership with Middletown
undocumented population

Increase Staff Cultural Competence

Form Committee

Increase Spanish book collection



AUDIENCE

Primary Audience:

- Middletown Hispanic & Latinx population
- MPL Employees
- Spanish Speaking Residents
- HCC
- Middletown Public Schools

Secondary Audience:

- Middletown residents
- Library Board Elected Officials
- Local Businesses
- Middle Community College





DEMOGRAPHICS

According to the US 2022 Census

Middletown Population: 78,387

53% white, 25% Latinx/Hispanic , 11% Asian, 8% Black, 2% Mix, and 1% Indigenous

\$71,371 was the median income

About 70% of students attend a Middletown Public School

About 15% of Middletown is undocumented

OUTREACH TIMELINE

5

August 22 - Set Up Committee (Half who are bilingual)
Establish relationship with local supermarkets
Back To School Event

November 22 - Start advertising at local supermarkets (Kroger, El Naranjo, Wal-mart, etc.) and Citizenship status:
Post "You Are Welcome Here Fliers"
Set up booths for three hours a week for months of November, March, and September

April 23 - Library Party with snacks, refreshments, games. Hosted by Spanish Supermarket

May 23 - Summer Reading with Side Challenges for DEI, culturally diverse)

August 23 - Back to School Event

October 23 - Speaker Cristina Henríquez (Author of Book of Unknown Americans)

OUTREACH TIMELINE

06

On-Going Events:

Increase Spanish Book Collection

Offer Bilingual Storytime

Offer more training on Cultural Competence and Customer Service

School Outreach (Free books, back to school event)

Business Outreach (Fliers at manufacturing plant and tech corporation to be posted in staff room)

PROPOSED BUDGET

NO



Marketing material for Spanish speaking communities and business.
\$2,000

Marketing material and outreach for local Latinx artist to present their art at community event in April. \$2,000
Mexican fruit cups. \$1400
Set up and tear down costs. \$500

Ongoing training and increased Spanish book collection. \$1,000

Back to school events- August 22/August 23. \$3,000

Author to present in October 23. \$3,000
Set up costs and tear down costs. \$500

Total = \$13,500
Emergency Cost \$2,500

Your library, whatever you need

You are welcome
here!

¡Eres bienvenido
aquí!

Libros
Ayuda
Aprendizaje
Diversión
Comunidad
Respeto

Books
Help
Learning
Fun
Community
Respect

Tu biblioteca, lo que necesites



MIDDLETOWN
PUBLIC
LIBRARY