



1360 Regent Street #121 • Madison, WI 53715 • 608.620.5421

Waukesha Public Library
Marketing Plan Service Memorandum of Understanding
May 9, 2019

Introduction

The purpose of this MOU is to define the parameters of the work WiLS will provide to Waukesha Public Library.

Service Description

The intent of this project is to evaluate current marketing efforts at the Waukesha Public Library and develop a marketing plan that meets the needs and capacities of the library.

The deliverable for this project will be a marketing plan that will include:

- Communication schedule and templates
- Staff responsibilities
- Recommended communication channels and messages
- Metrics and goals

Activities and costs

The project will consist of the following steps:

1. Gather and review marketing workflow data and information: To maximize the value of on-site time, WiLS will work with Waukesha Public Library staff to gather data and information. This data and information could include strategic planning documents, examples of marketing work, staff responsibilities, staff scheduling, procedural documentation and any other applicable data and information.
2. Marketing Issues and Needs Questionnaire: WiLS staff will administer a questionnaire to all staff that are involved in marketing efforts of the library to help define the purpose and goals of the marketing plan and to gain an understanding of library capacities.
3. One-day on-site visit: WiLS staff will visit Waukesha Public Library and will facilitate hands-on work that will determine the library's organizational brand and audiences.
4. Report preparation: WiLS staff will prepare a marketing plan that it will review with key library staff before submitting a final plan to the library.

In exchange for a reduced rate for the marketing plan service, WPL staff will offer regular feedback about the different aspects of the service and the process. Feedback may be gathered through in-person meetings, phone calls, brief surveys, or emails and would include suggestions for improvement and scale. The feedback will be gathered after each major step outlined above.


Payment Schedule

Upon completion: \$1,000.00

Agreed to and accepted by:

WiLS

Waukesha Public Library



Signature

Signature

Melissa McLimans
Name

Name

Community Liaison
Title

Title

May 9, 2019
Date

Date