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Neuse Regional Libraries
Needs Assessment & Marketing Assessment

Grounding strategy in community input and a clear understanding of marketing opportunities

The Opportunity

Neuse Regional Library (NRL), based in Kinston, NC is a community-focused library system serving the communities of Kinston, Greene County, Jones County and Lenoir County through eight library locations and a bookmobile.

In 2022, NRL was ready to create a new Strategic Plan and conduct a Community Survey and Needs Assessment. NRL serves a very diverse community and wanted to learn more about the needs of different populations within the community.

The need for greater engagement with specific population segments pointed to a need for strategic marketing. NRL also wanted a full assessment of NRL's current marketing efforts, and to identify new marketing opportunities. This could eventually lead to the creation of a comprehensive Marketing & Communications Plan that would set a vision for the Library's marketing efforts.

The Approach

- Conducted an environmental scan and analysis of community characteristics.
- Led NRL Strategic Planning Committee through PEST (political, economic, social, and technological) and SWOT (Strengths, Weaknesses, Opportunities and Threats) Analyses.
- Created a map of stakeholder audiences and facilitated the gathering of input through a survey.
- Identified Key Performance Indicators for NRL to use in evaluating its progress.
- Worked with NRL to conduct a Marketing Assessment.

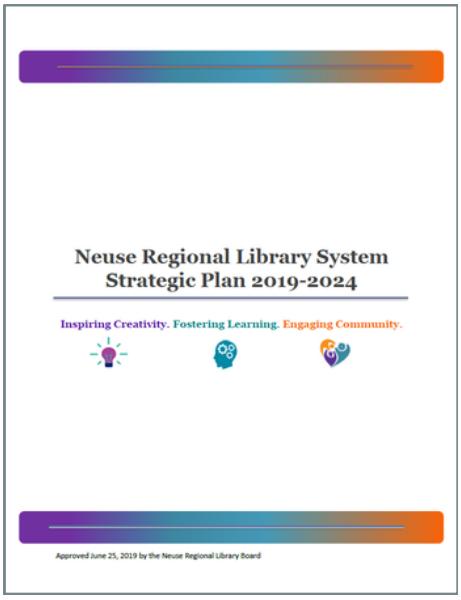
NEUSE REGIONAL LIBRARIES
Inspiring Creativity. Fostering Learning. Engaging Community.

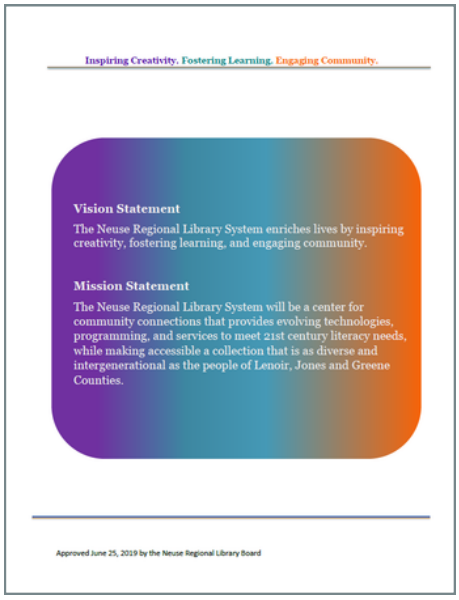


Strategic Plan

NRL used the Needs Assessment and Marketing Assessment to develop their 2023-2028 Strategic Plan. The plan now guides their operations within the focus areas of Access and Awareness, Community Relations, Digital Advancement, Foundational Literacies, and Professional Achievement and Sustainability.

neuselibrary.org/strategicplanjune2019.pdf







Feedback

"Cordelia was very responsive and easy to work with. Working with her was a great opportunity to analyze the state of our current marketing and identify potential areas for improvement."

– Justin Stout, Head of Information Services, Neuse Regional Libraries