

Marketing Checklist

Ideas for reaching your ESL/Literacy patron

- Market to your staff.** Promote the Library's ability to serve this clientele during staff meetings. Show what kinds of materials you have in the collection so they can direct patrons to the appropriate service desk.
- Train your staff on conducting a reference interview with this clientele.** Have some sample scripts on hand, if necessary.
- Special Events.** Promote literacy and ESL through special events. September 8 is International Literacy Day, April 30 is El Día de los Niños/El Día de los Libros (Children's Day/Book Day), National Library Week, Family Reading Night, etc. Send a press release to the local newspaper.
- Communities of Faith.** A letter or brochure describing resources available at your library. Encourage their members' help in identifying and referring neighbors to your library.
- Host a program for an agency serving your area.** Examples include a tutor training workshop or a conversation café!
- Area schools, community colleges, social service agencies.** Promote services and resources to these and other community groups, encouraging them to make referrals to your library.
- Library Newsletter.** Use your newsletter to raise awareness among your patrons, promoting literacy and ESL resources, services or events.
- Links on Website.** Provide links to literacy and ESL resources on library's website. Begin with links to LEARN and agencies serving your area.
- Bookmarks, Posters, Brochures, Signs, Exhibit Cases.** Use words and language your intended audience will understand or recognize.
- Non-traditional Offerings.** Think about resources you have that could be helpful, even though they may not be considered "literacy" or "ESL" materials: biographies of sports figures in youth department, books available in both print and audio formats, Tumblebooks (or similar product), children's websites that promote language skills.
- Text Tips.** Keep any text in plain fonts like **Arial** or **Times New Roman**. Fancy letters and fonts are hard to read for someone who doesn't know the language. Pictures are helpful. Keep language as simple and clear as possible — it will be easier for the relative or friend who may need to translate it.