

February 28, 2020

JPL/COMCAST 2020 Computer Literacy Initiative

Please find my initial marketing/communications plan for the proposed JPL/COMCAST Computer Literacy Initiative!

[Alt names: (1) Computer Lit Drive (2) Computer Literacy Grant Program]

THE BASICS:

WHO: The beloved JPL Patrons aka readers, life-long learners...

WHAT: A computer literacy initiative to raise awareness of the library's life-changing computer classes (e.g. *Basic Computer Literacy, Microsoft Office Basics, Digital Media and Design Basics*), to communicate the overall benefits of computer literacy (i.e. *computer skills, lifelong learning, life enhancement, career development, etc.*) and to raise funds for the JPL Computer Lab/Department through JPL/Comcast's *Computer Literacy Initiative*.

WHERE: At the JPL and its computer lab...

WHEN: Back-to-school time? 3-5 month timeline for initiative--AUG through December?

[ALT IDEA (1): *New Year's Resolution Time? JAN-MAY?* ALT IDEA 2: *The Year of the Computer Genius?*]

Any of these would be ideal for promoting new learning goals, etc. Of course, this will depend on JPL and Comcast's partnership.

HOW: Promote, publicize, and advertise the JPL/COMCAST COMPUTER LITERACY INITIATIVE through a variety of communication vehicles and engaging activities/events and giveaways at JPL.

WHY: Computer Literacy is a critical skill for career development, and daily life; and JPL's Computer Lab needs funds to keep "state of the art" for its patrons for years to come.

POSSIBLE NAMES:

"Learn and Earn at the Library!"

Sign Up for Computer Classes--and Earn Money for the Library with the JPL/Comcast 2020 Computer Literacy Initiative! [Alt: *Learn, Earn, Repeat: Sign up for Computer Classes, Earn Computer Skills--and Money for JPL's Computer Lab...*]

"Turn into a Computer Genius at the JPL" ...and Earn Money for JPL's Computer Ed Program!"with the JPL/COMCAST 2020 Computer Genius Drive! [Alt: *Become a Computer Genius at the JPL...*] [Alt: *Computer Nerd Alert!*]

GOALS/OBJECTIVES:

--To increase awareness of the importance of computer literacy and the computer classes offered at JPL...

--To increase computer literacy of JPL patrons by increasing computer program attendance by filling JPL computer classes with at least 10 or more patron participants per class...

--To earn \$500 per class up to \$13,500 as part of the JPL/COMCAST COMPUTER LITERACY INITIATIVE...

--To use the funds earned to purchase new computer equipment, curriculum development, and/or additions to the collection to keep the current computer lab in its "state of the art" condition.

STRATEGIES:**ACTIVITIES AND EVENTS:**

--Special "kiosks" or desks set up at key places throughout the library where JPL patrons can learn more about the the catalog of computer programs available, how to sign up for the classes, how the library will earn funds, and what they will be used for...

-- A "kick-off" celebration at the front entrance (or where the food trucks are often parked across the street from the library) with computer-generated music, computer-themed food, a COMCAST truck, kiosks/desks to sign up and to learn more about the initiative, and a special digital art show projected on the front side of the JPL at dusk. (Could do a FACEBOOK LIVE remote from the event?)

--Possibly tie-in computer-related giveaways to X lucky computer class attendees? These could be computer-themed books, computer gear, a trip for two to EPCOT Center?

If we go this way, we could say: "LEARN Computer Skills, EARN \$ for JPL'S COMPUTER LAB--and a Chance to Win..."

-- A post "Thank YOU" party and/or "behind the scenes tour" for patrons who signed up and attended classes to offer thanks, to announce what the funds will pay for, and to see firsthand where the purchases will go, etc.

COMMUNICATIONS VEHICLES: (PRE AND POST EVENTS, etc.)

--In-library signage/kiosk/desks for sign-ups, etc.

--Book displays of computer programming, computer careers, computer genius biographies (e.g. Steve Jobs, Bill Gates, Grace Hopper, Ada Lovelace, Katherine Johnson, etc.)

--Bookmarks given at check out about COMPUTER BOOKS, COMPUTER PROGRAMS, COMPUTER LITERACY, and the COMPUTER INITIATIVE

--Pop-Up mini computer classes for patrons to try on the fly, and sign up for others...

--Articles in newsletters re: roll out of initiative, updates, final plans, etc.

- Constant Contact emails to patrons already in the JPL computer class database...
- Press releases sent to all major JAX, NE FL, and FL STATEWIDE TV, RADIO, PRINT Media, and National News (TV, RADIO, PRINT) re: the initiative as well as the kick-off events, etc.
- Blog and social media posts re: computer literacy, classes, and the initiative (FB, TWITTER, INSTAGRAM, LINKED IN).
- Posters, hand-bills, t-shirts, buttons (I'm a computer genius!) (Learn + Earn at the Library!) (COMPUTER NERD ALERT...at the JPL!)

RESOURCES:

Human: JPL Staff, Board Members, Volunteers, COMCAST STAFF, News Media...

Technical: Variety of computers for desks/kiosks, set ups for kick off events, and digital art show, etc.

Physical: Hands-on assistance for set up of desks/kiosks, book displays, activities, events, etc.

REVIEW (Quantitative and Qualitative Measures)

- Tracking of sign ups, attendance, full classes, etc.
- Evaluation of programs, computer literacy initiative via forms/surveys...
- Financial reporting re: the monies earned, and the items purchased for the JPL thanks to the patrons--and Comcast!
- De-briefing meetings re: what worked, what could be improved, etc.

OBVIOUS ASSUMPTIONS:

- The desire to push the value of "computer literacy" through JPL classes as the central focus...
- There is a budget for these proposed activities, events, promotional ideas...
- Comcast will be an active sponsor and assist where and when they can...
- There are set plans for the \$13,500 grant; patrons will be kept abreast of these plans, and the progress of the funds raised will be reported to build excitement, etc.

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