



# Los Angeles Public Library

Expanding capacities, increasing enrollment, and strengthening communications for Los Angeles Public Library

**ISSUE** As the second largest and one of the most diverse cities in the United States, Los Angeles is a city rich with cultural traditions and residents who aspire to improve their communities and their own lives. It is also a place where stark economic and educational disparities create barriers that are daunting to overcome, including the highest rate of “undereducated” adults of any major U.S. metropolitan area. The Los Angeles Public Library (LAPL) goes far beyond lending books, and is uniquely positioned to meet Los Angeles residents where they are by providing educational, career development, and social impact services and programs to hundreds of thousands of residents of all ages, abilities, and backgrounds. An established community partner since 1872, LAPL is also unique among public libraries because it serves as a vibrant and enduring cultural center for families and individuals across the City of Los Angeles.

**OPPORTUNITY** Los Angeles Public Library has become one of the most trusted and comprehensive providers of free programs and services in Los Angeles with a geographic footprint spanning more than 70 locations and a longstanding commitment to helping residents get from where they are to where they want to be. For more than 20 years, Cause Communications has supported LAPL’s strategic marketing and outreach efforts to foster connection, community, and engagement across a broad range of audiences and initiatives. Recently, LAPL asked Cause to develop a comprehensive marketing strategy to advance the goals of a newly instated strategic plan. Since then, Cause has continued to guide increased awareness, outreach, and branding strategies on behalf of nearly 10 specific LAPL programs, including the New Americans Initiative, Adult Literacy, Latinx/Hispanic outreach, e-Cards and e-Media, Career Online High School, and Teens Leading Change.

**STRATEGY** Cause Communications developed numerous marketing and communications plans – delivering strategies, implementation tactics, graphic assets, and executive-level strategic counsel – to achieve specific programmatic goals and strengthen LAPL’s invaluable role in Los Angeles communities, key audiences, the community overall, and opportunities for LAPL. Grounded by these insights, we developed plans that provided LAPL’s staff with strategic, actionable roadmaps for driving program participation, increasing brand awareness, and aligning efforts with LAPL’s broader organizational strategy. Plans were also tailored to achieve program objectives while being responsive to LAPL’s internal capacity and limited implementation budgets.

**OUTCOMES & IMPACT** Cause’s strategic communications support throughout the last 20 years has increased enrollment across LAPL’s essential services and educational programs. Our efforts have also fostered greater community engagement and a deeper, more lasting connection between LAPL and its target audiences, including teens, parents, adult learners, Spanish-language speakers, and immigrants and their families. As part of this process, we’ve equipped LAPL’s staff with the tools to strengthen their own efforts, successfully increasing their internal marketing and communications capacities. Our years of support have strengthened and solidified LAPL’s reputation as one of Los Angeles’s most beloved and prestigious civic resources.

## TACTICS

- Campaign development
- Communications strategy and implementation
- Materials development
- Branding direction and style guides
- Email and newsletter campaigns
- Media and public relations
- Social media strategy
- Internal communications
- Positioning and message development

“Cause Communications has been a great strategic marketing partner for LA Public Library. Starting with the marketing plan they created, and through the campaigns they conceived and are helping us implement, we have found them to be so supportive, committed, and reliable.”

Peter Persic, Public Relations & Marketing Director

