

# Los Angeles Public Library

## Celebrating Libraries as the New Community Centers



*“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, Former Public Relations & Marketing Director*

### Opportunity

The Los Angeles Public Library (LAPL) goes far beyond lending books. As a vibrant and enduring cultural center and community resource, LAPL provides educational, career development, and social impact services and programs to hundreds of thousands of residents of all ages, abilities, and backgrounds.

LAPL asked Cause to develop a comprehensive marketing strategy to advance the goals of a newly instated strategic plan. Cause was also tapped to build out 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, 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. The plans 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 responsive to LAPL’s internal capacity and limited implementation budgets – without compromising on impact.

### Outcomes and 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 key audiences. 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 most beloved and prestigious civic resources.