

Date: April 10, 2017
To: ALSC Executive Committee
From: Aimee Strittmatter, Executive Director
Re: Update on Logo/Brand Identity Research

I connected with three divisions since Midwinter to inquire about their logo/brand identity activities.

Reference User Services Association

Launched a new logo in past year because the old logo was not optimized (size and quality) for use on the ALA website. Just had a simple logo created. Had wanted to do a more in-depth brand identity study, but the project was sidelined.

Young Adult Services Association

YALSA just launched a newly redesigned logo in February. They were looking for an easy visual that conveyed to members that YALSA is different with the adoption of new mission statement and an organization plan. They considered a name change during their strategic planning discussions (they face that same challenge as ALSC- organizations outside of ALA not knowing what YALSA is), but opted not to go down that path. YALSA hired a graphic designer for the logo design.

Several years ago, YALSA worked with a consultant for the purposes of exploring brand identity to specifically create and push out member recruitment and retention messages. Beth Yoke thought the process was helpful for both their board and staff. She was pleased with the deliverables (member and nonmember survey and results, customized marketing plan and sample message, etc.).

Public Library Association

PLA also launched a new look in February. <http://www.ala.org/pla/about/newlook>

They hired and still use an outside consultant that specializes in brand positioning and social impact work. They have been pleased with this consultant's work. PLA has been able to use this firm due to their Gates grant funding.

In addition to the logo redesign, PLA worked with the consultant to develop language, conduct stakeholder interviews, and work with a PLA member advisory group. Barb Macikas indicates that the work has resulted in excellent ways to talk about PLA and about public libraries which they use in multiple ways.

Budget estimates:

Logo redesign- \$5,000 for graphic designer

Brand identity consultant- \$10,000 /\$15,000 - \$50,000 estimate depending on scope

With Dan Bostrom, ALSC's Marketing and Membership Manager departure, we will need to carefully determine and proceed with next steps. The position has reverted back to the level of Marketing and Membership Specialist. The person who fills the position will take several months to on-board. We need to ensure frequent and informative communication and messaging to members, especially if we're looking at changes beyond a logo refresh.