

# Sunset Elementary School Library Strategic Communication Framework June 8, 2006

## I. Goals and Outcomes

### Goal

Sunset Elementary Library is highly valued by the school community and is seen as a vital and indispensable part of Sunset Elementary's educational excellence.

### Outcomes

- Sunset Elementary has enough funding to purchase or update all the materials needed to best serve our students
- Sunset Elementary students continue to love coming to the library and find a variety of educational and literacy resources that well support their continued skills growth.
- The student's experience in the library contributes to a life-long love of learning.
- Teachers see the library as an indisputable partner in providing a top-notch education to students and are willing to vocally support the needs of the library.
- The school community is enthusiastic in its support of the library and actively seeks opportunities to contribute to its success.

## II. Audiences

### Primary

- Parent Teacher Association Members
- Parents who have demonstrated support for the library
- Teacher who have a good relationship with library
- School Leadership

## Secondary

- Teachers who aren't as connected to the library, but who are influential in the school community
- Parents who attend school events
- Students who are library users
- Students who either don't use the library or don't understand all that it can offer them
- Area businesses

### III. Messages

Key messages are the themes that drive all of our communication—they don't represent the exact words that must be used, only the ideas that need to be communicated. These ideas may be communicated through examples, statistics, and storytelling even through photography. Your key messages are categorized into three basic groups:

- What—what is the library, what do you do?
- So what—how does it affect me, why should I care?
- Now what—deliver a call to action, what do you want the audience to do?

In every interaction you have with any audience, you want to be able to deliver all three messages.

#### What:

- Sunset Elementary School library is a center for learning and is dedicated to helping all students succeed.

#### So What:

- Students can get a great start at Sunset Elementary School library! We have lots of books, homework resources, and one-on-one help. We can help your student get the information and support he or she needs. We can plant the seed for life-long learning.

#### Now What:

- Get it all; we're here to help your student succeed!
  - SAMPLE ACTIONS:
    - Stop by the library, find us online, give us a call, we're here to help.

- Ask us to help with curriculum development and class preparation
- Ask for help when picking out a great book, working on homework, finding information for a class assignment or anything else.
- Help us help your student/s. Ensure that we have the budget and support we need to better serve the students of Sunset Elementary School.

#### **IV. Strategy**

Strategy summary:

- **Enhance the school community's understanding of and value for the library**
- **Leverage events to enhance community engagement with the library**
- **Rollout the new logo**

Strategies, tactics and deliverables are detailed below. Each tactic is ranked A (must be done immediately), B (must be done but can wait), or C (optional but should be revisited later).

**A. Strategy: Engage key members of the school community and create/strengthen a relationship with the library**

**Lead:**

- 1. Tactic: One-on-one meetings with Teachers to strengthen relationship with library and encourage dialogue**

**Priority: A**

<b>Actions</b>	<b>When</b>	<b>Resources Needed</b>
Identify the 5 or 10 influential teachers in the school -- one from each grade	Summer '06	
Develop talking points (message points) to facilitate a discussion of what the library offers as an educational partners and what the library needs in order to do that successfully. You should have no more than 3 or 4 central points that you want to communicate.	Summer '06	
Schedule a meeting and have conversation, be prepared to do this more than once if the teacher in question needs more information or needs to better understand the potential relationship	Begin when school year starts '06, ongoing	
Track the outcome of the conversation and refer back to your notes as you continue to implement that advocacy strategy. Be sure to note information such as: <ul style="list-style-type: none"> <li>• Questions the teachers asked</li> <li>• Whether or not they were open to working with the library</li> <li>• Suggestions or program ideas that were raised</li> <li>• Agreement about next steps</li> <li>• Any follow-up that is needed</li> </ul>	Ongoing	

2. **Tactic: One-on-one meetings with Parents to increase awareness of and appreciation for the library**  
**Priority: A**

<b>Actions</b>	<b>When</b>	<b>Resources Needed</b>
Identify 3-4 key parents who are influential in the school community and who are likely to be open to supporting and advocating for the library	Fall '06	
Develop talking points customized for parents	Fall '06	
Schedule and have conversations	Fall '06	
Track outcome of the conversation	Ongoing	
Create ongoing opportunities for these parents to interact with library programs and staff so that they continue to feel informed and engaged.	Being in the all, and continue throughout the school year	

3. **Tactic: Conduct meetings one-on-one meetings key school leadership to raise awareness of the important role the library plays in the school's success**  
**Priority: A**

<b>Actions</b>	<b>When</b>	<b>Resources Needed</b>
Set meetings with school principal and assistant principal and anyone else who is responsible for school performance	Fall '06	
Develop talking points that are customized for this group, be ready to site statistics, examples of support from other schools etc	Fall '06	
Conduct meetings, be ready to make a request or to set a plan in motion for more support	Ongoing	
Track outcomes of conversations	Ongoing	

4. **Tactic: Maximize opportunities for parents, teachers and students to experience all that the library has to offer**  
**Priority: B**

<b>Actions</b>	<b>When</b>	<b>Resources Needed</b>
Review current events calendar and identify opportunities that afford the library a chance to demonstrate what it offers the school community	Fall '06	
Identify places during each event where library staff and friends can share information, stories or experiences that communicate the library's value AND need.	Through school year	

5. **Tactic: Identify and cultivate library champions to actively promote the library**  
**Priority: B**

<b>Actions</b>	<b>When</b>	<b>Resources Needed</b>
Once all one-on-one meetings have been conduct, identify the key 5-10 individuals (across the groups) who have expressed interest and enthusiasm for the library	Winter '07	
Provide frequent updates on library programs and services, and invite them to participate in planning (where and when appropriate). Be sure to let them know how they can help i.e. do you need assistance getting information out to parents, do you need help preparing for PTA meetings, do you need them to conduct direct outreach on your behalf	Begin Winter '07, continue throughout school year	
Create opportunities for champions to provide feedback and assistance to the library when developing programming	Begin Winter '07	
Give champions information/ message and ask them to communicate with their peer groups (parents, other	Winter '07	

teachers, community leaders etc)		
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**6. Tactic: Identify and cultivate community partners to support and promote the library (fundraising support strategy)**  
**Priority: C**

<b>Actions</b>	<b>When</b>	<b>Resources Needed</b>
Identify 2-4 community businesses or organizations that are likely to want (or already have) a relationship with the library. Organizations could include: <ul style="list-style-type: none"> <li>• Starbucks</li> <li>• Spyros Pizza</li> <li>• Local book stores</li> <li>• Washington Mutual</li> <li>• Other area businesses with a connection to literacy, education and children</li> <li>• Rotary Club</li> <li>• Arts Council</li> <li>• Lake Forest Council</li> <li>• Shoreline Foundation</li> </ul>	Winter '07	
Identify potential event or program sponsorship opportunities for remaining year or for the next school year	Winter '07	
Identify a staff member and or champion with a connection to the organization and who would be willing to start the conversation	Begin Winter '07	
Develop talking points for help with conversation, develop next steps for once conversation is concluded	Winter '07	
Conduct outreach	Ongoing	
Track responses	Ongoing	

**B. Strategy: Leverage events to enhance community engagement with the library**  
**Lead:**

**1. Tactic: Review event schedule and identify communication opportunities**  
**Priority: A**

Actions	When	Resources Needed
Create calendar of school events for the year, highlight those activities at which the library has or should have a presence	Summer '06	
Identify those that have a large and diverse attendance, offer communication opportunities or are seen as important contributors to building school community/spirit	Summer '06	
Pick the top 3-5 events and create workplan for how you will maximize the opportunity and enhance the library's profile. In the workplan ask these questions: <ul style="list-style-type: none"> <li>• What do you wish people at this event to know about the library?</li> <li>• What do you wish them to do?</li> <li>• How are you going to provide them information or an experience that will encourage action?</li> <li>• Who from the library staff and champion group needs to be involved etc?</li> <li>• What informational materials or tools need to be available at the event (how many do you need)?</li> <li>• How much time do you need to get ready?</li> <li>• How will you know if you are successful?</li> <li>• Once event is done, what follow-up (if any) is needed</li> </ul>	Summer '06	
Conduct outreach to event organizers events: <ul style="list-style-type: none"> <li>• Tell them how you would like to be involved</li> <li>• Determine what coordination needs to happen</li> <li>• Implement library event work-plan</li> </ul>	Dates specific to events	

**2. Tactic: Update/Create suite of communication tools for targeted event use**  
**Priority: B**

<b>Actions</b>	<b>When</b>	<b>Resources Needed</b>
Review the communication tools you have already created to promote the library, how old are they? What information do they communicate, what logo do they carry?	Fall '06	
Update and produce materials where needed	Ongoing	

**3. Tactic: Conduct speaker training with staff and champions to facilitate ease of communication and advocacy for the library**  
**Priority: A**

<b>Actions</b>	<b>When</b>	<b>Resources Needed</b>
If you have selected events that offer speaking or networking opportunities, identify what those opportunities are	Fall '06	
Identify who is the best library representative or champion to speak at the event.	Fall '06/ongoing	
Identify who the best library representatives to mingle at the event are	Fall '06 /ongoing	
Prepare key messages and provide to all staff, champions who will be in attendance or who will be in a position to speak	3 weeks before each identified event	
Provide opportunities for speakers to practice before the event	1 week before each event	

**C. Strategy: Launch the new library logo and leverage the opportunity to talk about the library**  
**Lead:**

**1. Tactic: Identify all communication tools needing new logo**  
**Priority: A**

<b>Actions</b>	<b>When</b>	<b>Resources Needed</b>
Create a list of all communication tools (fliers, website, brochures, newsletter/newspaper columns, books etc)	Summer '06	
Be sure to note what format they are used for print, email, website.	Summer '06	
Be sure to note if they are in black & white or color	Summer '06	

**2. Tactic: Update communication materials**  
**Priority: A**

<b>Actions</b>	<b>When</b>	<b>Resources Needed</b>
Decided upon a date by when all materials must have the new logo applied.	Summer '06	
Update all materials at once so that all tools are consistent in their look.	Early Fall '06	

**3. Tactic: Announce new logo, and use opportunity to refresh community's awareness of and engagement with the library**  
**Priority: A**

<b>Actions</b>	<b>When</b>	<b>Resources Needed</b>
Once all materials are updated, but BEFORE they are distributed identify opportunities to let the school community know about the new logo. <ul style="list-style-type: none"> <li>• Opportunities can be: a story in the school newspaper, a</li> </ul>	Fall '06	

story in the PTA newsletter, blurb on Kid Mail, a story on the website, an email signature (perhaps with language like "look for Sunset Library's new logo, sharky. When you see him you'll know that great books and information aren't far behind.)		
The logo isn't a large enough story to stand on it's own, so be sure to provide information on the great services, materials and people at the library. Encourage students, teachers, parents, and administrators to learn more by calling you, going to your website, or dropping by for a visit.	Fall '06	
Be sure that all library staff know when the logo is being rolled out and are ready to answer questions about how and why it was developed. Staff should also be ready to pair the idea of the new logo with the concrete value the library offers – when people ask about the logo, also tell them about what the library is doing and why	Fall '06	
LAUNCH THE LOGO	First week of the new school year '06	
Create story calendar for the year targeting key communication avenues (PTA newsletter, schools newspaper, website).	Fall '06	
Stories are meant to provide updates and offer folks ways to get involved and learn more. Some ideas: <ul style="list-style-type: none"> <li>• Create an ongoing Sharky Shares column in the student newspaper, the PTA newsletter (every other month or so)</li> <li>• Create a column or paragraph on the Library webpage, update regularly (once a month or so)</li> </ul>	Winter '07	

**Tool:**

- Create buttons depicting new logo to give away to teachers, champions, parents and students
  - Be sure library staff wear them too and are ready to talk about the new logo