

# Washington State Attorney General's Library Strategic Communication Framework June 2006

## I. Goals and Outcomes

Goal: The AGO Law Library is viewed as an integral, vital part of the AGO office. It receives adequate funding to meet resource and staffing needs, and enjoys high levels of staff use.

Outcomes:

- Library is adequately funded, with appropriate staffing, resources for new technology and ability to put new services into practice.
- Use of online catalog increases by x% or to x users/month.
- Use of research and reference services increases:
  - Quick question requests increase to x/month or x% total requests
  - Project work increases to x/month or x% total requests
  - Legislative history work increases to x/month or x% total requests
  - Inquiries in staff mailbox/"ask a librarian" link increase to x/month or x% total requests

## **II. Audiences**

### **Primary**

- Attorney General
- Core Leadership Team
- AGO attorneys (current and new)
- AGO other staff (paralegals)
- 50 heavy users

### **Secondary**

- IT Department
- Law clerks
- Legislators/legislator staff
- Other agency reps in the state
- Other government reps/cities/counties
- Law school library
- Local library
- Department of Health, Insurance commissioner and other agencies
- Supreme Court
- State library/state law library (public)
- Public calls

## 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*

The AGO Research Team quickly and efficiently provides information you need to be successful. From accessing resources, to quick knowledge requests, to complex research projects, we'll do what it takes to answer your question – no matter how complex.

- We've changed our name from the AGO Library to the Research Team to reflect our focus on dynamic, flexible and effective information services, using cutting-edge tools and deep staff experience. We're much more than a library; we're proactive members of your team.

### *So What*

Engage our research experts in your work and you'll save time, money and headaches by letting us do what we do best – finding and organizing the information you need.

- *Add proof points, measures, anecdotes to demonstrate this point. We've saved the state \$x million, helped with xx cases, etc.*

### *Now What*

We're never more than a phone call or a mouse click away. Visit Wag-O-Cat, our online catalog, to quickly find and request resources you need or to post an online question for our staff. Or contact us, tell us what you're looking for and we'll find it fast while you do other work.

Visit our new AGO Research Center in Tumwater for legal and other resources, professional research or a quiet place to work.

### III. Strategy

Strategy summary:

- Create and establish an effective brand for the Research Center
- Make the library more visible among AGO staff
- Use events to draw people into library
- Maintain and establish relationships outside AGO's office

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: Create and establish an effective brand for the Research Center

##### 1. Tactic: Adopt new name, consistent look and messages

Priority: A (by time of office move)

Lead:

Deliverable	When	Resources Needed
Create brief "style guide" (printed set of instructions on how to use name, consistent fonts, key messages to communicate in all activities)	After move	Consult with AGO Graphic Designer; materials
Create Word letterhead template that prints "Research Center" on AGO letterhead when you print letters, memos, etc.	" "	" "

##### 2. Tactic: Consistently communicate key messages

Priority: A

Lead:

Deliverable	When	Resources Needed
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Create key message fact sheet for staff	Done	
Train staff to make "elevator speeches"	In process	
Create email tagline for all staff to use	After move	

**3. Tactic: Use new physical space to communicate brand and messages**

**Priority: B**

**Lead:**

<b>Deliverable</b>	<b>When</b>	<b>Resources Needed</b>
Create professional signage for Research Center	@ move	signage boards, etc.
Create lobby display, updated weekly, featuring new or relevant resources, upcoming events, etc.	After move	
Create signage for high-traffic areas (bathroom signs, table tents) with key messages, calls to action, promotion of new resources, etc.	" "	
Create bulletin board inside library featuring new resources, staff photos, case studies, etc.	@ move	Display board, photos, time to compile

**B. Strategy: Make the library more visible among AGO staff**

**1. Tactic: Use AGO conferences to reach staff**

**Priority: A**

**Lead:**

<b>Deliverable</b>	<b>When</b>	<b>Resources Needed</b>
Create a promotional card for the staff conference. Key messages: We're moving soon to new space, we'll have new resources to	ASAP	

share, we can help you (see key messages), stay tuned for info on chocolate holiday open house.	Done June 2006	small cards/name tage holders
Speak at AG Academy, distribute phone sticker and info sheet; highlight case studies/proof points	at next Academy	Director's planning and travel time; materials
Speak at AG Conference, distribute phone sticker and info sheet; highlight case studies/proof points	at next Conference	" "

## 2. Tactic: Create simple and effective communication tools

Priority: A/B

Lead:

Deliverable	Priority	When	Resources Needed
Fact sheet with key messages, proof points, contact information	A	Done	
Phone sticker or static cling with library phone number, online catalog, "We can save you time, money and headaches" message	A	@ or after move	Time to brainstorm; materials
Column in AGO newsletter highlighting new resources (including legislative histories), case studies/success stories, staff profiles	A	After move	Librarian's time to gather info and write
Coupon for new staff inviting them to come in for chocolate and a five-minute orientation. (For staff outside Olympia, invite them to do a quick online catalog search to get the chocolate.)	B	After move	materials
Create website/intranet with enhanced and easier-to-access online catalog, case studies/success stories, ask a librarian link, new resources feature	B	In progress	Librarian's time and cooperation of IT staff
Distribute periodic (monthly?) email to staff promoting new or of-note resources, resources linked to CLE schedule, link to online catalog, etc. Also post on intranet.	C	2007	Time to gather and write information
Create annual report/director's letter featuring measures of use/success (cases worked on, people served, money saved, etc.), case studies, survey results, strategic plan updates, call to action.	B	2007?	Time to gather/write information; plan for format/graphics, etc.



**3. Tactic: Engage top users as ambassadors**

**Priority: B**

**Lead:**

<b>Deliverable</b>	<b>When</b>	<b>Resources Needed</b>
Establish questions to ask regular users: who else in your department could benefit from library services, would you co-host a brown bag lunch, would you let us feature you in a case study?	After move	Staff time to formulate questions
In a crisis/budget negotiation, contact core user group for testimonials and advocacy	Ongoing	Testimonials from key users

**4. Tactic: Strengthen relationship with non-local staff**

**Priority: C**

**Lead:**

<b>Deliverable</b>	<b>When</b>	<b>Resources Needed</b>
Aim to work in each other office at least twice/year. Host "office hours" and networking events such as chocolate tasting.	After move	Planning and travel time
Create Flickr account to share library happenings with staff	In progress	

**5. Tactic: Promote online catalog**

**Priority: A**

**Lead:**

<b>Deliverable</b>	<b>When</b>	<b>Resources Needed</b>
Consider name change, aiming for more memorable, dynamic name. (Shazam?)	Still pondering this . . .	Staff time/brainstorming
Enhance product with features such as other library search	In progress	Librarian's time
Consistently communicate attributes and features (featured lists, item requests, check record, content search, web links)	In progress	Librarian's time
Put link on desktop of all new computers	2007?	Cooperation of IT
Encourage all staff to place link on desktop; distribute how-to flier or email	2007	Staff time to write up process and distribute

**C. Strategy: Use events to draw people into library**

**1. Tactic: Host two event series to celebrate move**

**Priority: A**

**Lead:**

<b>Deliverable</b>	<b>When</b>	<b>Resources Needed</b>
Farewell holiday open house in old space. Announce new name, preview new space, reiterate key messages	October 30 <sup>th</sup> , 2006	Staff time, baked goods, etc.
Valentine's open house in new space. "Fall in love with the Research Center." Host ongoing quick tours. Place refreshments	Planned for February	Staff time; still deciding on what to provide for refreshments

in different areas of library to encourage exploration.	2007	
Consider event during Library Week	April 2007	Not sure yet . . .

**2. Tactic: Host ongoing casual events in library to encourage regular visits**

**Priority: B**

**Lead:**

<b>Deliverable</b>	<b>When</b>	<b>Resources Needed</b>
Host brownbag lunches featuring "CLE Lite," brief trainings on using library materials, etc.	After move; 2007	Planning time, meeting space, materials to advertise
Host weekly coffees	2007?	Coffee and serving utensils
Offer library common space for "community-building" activities such as knitting group, book club, bridge group, etc.	@ move	Communal space

**D. Strategy: Maintain and enhance relationships outside AGO's office**

**1. Tactic: Reinforce existing and develop new relationships with advocates/users outside the AGO**

**Priority: C**

**Lead:**

<b>Deliverable</b>	<b>When</b>	<b>Resources Needed</b>
Create influence tree of advocates (local senator and state rep, other legislators and staff, other agencies' staff in state government, other public agency reps such as city/county, law school libraries, state libraries, private libraries)	Late 2007	Not sure yet
Continue to develop one-on-one relationships to establish value of library and engage as champions for AGO library	Ongoing	Time for interaction/attendance at meetings/events
Send annual report to this group	Late 2007 or 2008	Will know more when format is decided upon

