

Burlington Public Library Strategic Communication Framework May 23, 2006

Goals and Outcomes

1. Burlington Public Library understands what the community wants and is able to provide it.
2. Burlington Public Library has the resources needed to operate the new library building.
 - Burlington Public Library enjoys widespread support.
 - The new library building is well used by all segments of the Burlington community.
 - Patrons, stakeholders and employees are well informed about the new library building and appreciate the long-term value provided by Burlington Public Library.
 - Staff and the library collection represent the community's diversity.
3. Burlington Public Library strengthens existing relationships and develops new ones.

Strategies

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

I. Strategy: Advocate for the passage of an appropriate operating funding for the new building

Priority: A

When: Q2 & Q3 2006

Lead: Christine

1. Tactic: Create an outreach tool kit

Deliverable	When	Resources Needed
One-pager about the benefit of the new building		
Foundation brochure/one pager		
Answers demonstrate the value of the library in the community		
Favorable media articles		
Annual report		

2. Tactic: Ground staff/trustees in a common message

Deliverable	When	Resources Needed
Develop talking points to use during outreach: <ul style="list-style-type: none"> ○ What is the new library ○ What are the operating costs—how/why will those costs increase ○ Return on investment ○ What is at stake (what will be lost without the investment in operating funds) ○ Reflect what the community said they wanted and how we are giving it to them ○ 		
"Train" staff and trustees on the common message		

3. Tactic: Develop advocacy outreach list

Deliverable	When	Resources Needed
Identify key influentials		Completed
Prioritize list based upon ability to influence and pathways the library has to them		
Conduct outreach		
Track results—what did you learn, what are the next steps		

II. Strategy: Cultivate/deepen partners and relationships

Priority: A

When: Q3 - ongoing

Lead: Christine & Board

1. Tactic: Deepen relationships with community leaders

Deliverable	When	Resources Needed
Identify and prioritize list (begun in the development of the marketing plan)		
Identify an ask for each prospect (Join the Friends, be an advocate, be a sponsor, support the library)		
Assign outreach prospects		
Adapt advocacy outreach toolkit for use in general outreach		
Conduct outreach		
Track results—what did you learn, what are the next steps		

2. Tactic: Join/attend community leadership organizations

Deliverable	When	Resources Needed
Identify the organizations where the business of the community happens (Rotary, Kiwanis, etc.)		
Join organizations and attend meetings		
Take advantage opportunities to speak, present or provide information through those channels		
Invite organizations to use the community meeting room at the library and/or to come to a special event at the library (ie how to use the businesses databases for the Chamber members)		

3. Tactic: Cultivate school-based relationships

Deliverable	When	Resources Needed
Identify and prioritize school-based contacts (Superintendent, other administrators, teachers—focus on WSAL years—etc.)		
Identify the ask—collaborate with the library, advocate for libraries as a key component of student success, etc.		
Assign outreach		
Conduct outreach		
Track results—what did you learn, what are the next steps		

4. Tactic: Deepen relationships with partner organizations

Deliverable	When	Resources Needed
Identify and prioritize list (Parks and Recreation, neighborhood organizations, senior centers, daycares, etc.)		
Identify an ask for each prospect (Join the Friends, be an advocate, be a sponsor, support the library, put our articles in your newsletter)		
Assign outreach prospects		
Adapt advocacy outreach toolkit for use in general outreach		
Conduct outreach		
Track results—what did you learn, what are the next steps		

5. Tactic: Ongoing media relations

Deliverable	When	Resources Needed
Annually conduct an editorial board meeting to tell the library story and ask for a demonstration of support (upcoming PLA tools will provide strong, fact-based demonstrations of value)		
Train journalist to use library databases		
Continue to write contributed articles for the Skagit Valley Herald and Argus (book reviews, news releases, etc.)		
Use partner communication vehicles (newsletters, bulletin boards, etc) as a media channel		

III. Strategy: Utilize grand opening to engage and retain new and current library audiences

Priority: A

When: Q1-Q2 2007

Lead: Staff/Trustees

1. Tactic: Grand opening event(s)

Deliverable	When	Resources Needed
Develop an event that celebrates the opening of the library and provides opportunities to create understanding of the resources available at the library		
Implement a passport program (adults & children) that leads people through a series of educational activities <ul style="list-style-type: none"> ○ Identify elements of participation ○ Use sponsors and partners as distribution channels 		
Sponsor outreach—help fund the event, provide prizes for completing the passports, use as a distribution channel		
Identify potential partners and conduct outreach		

2. Tactic: Host preview openings for key communities

Deliverable	When	Resources Needed
Identify and prioritize partners for previews of the new library (Chamber, Rotary, City Council, community leaders, etc.)		
Plan previews		
Invite participants to previews		
Follow-up after preview		

3. Tactic: Host an art contest as part of the Grand Opening

Deliverable	When	Resources Needed
Identify and prioritize potential partners in the community		
Develop space to hang the community art in the library		
Collaborate with an art partner to host an art contest that engages the community		
Display art in the library		

4. Tactic: Media Relations/Advertising

Deliverable	When	Resources Needed
Proactively submit letters to the editor from staff, trustees and friends in the community	May 2007	
Ask for media sponsorships (from media and from partners)—print and radio		
Use partners/sponsors as distribution channels (ie use their newsletters, meetings, retail locations and other channels)		

IV. Strategy: Word of mouth strategy

Priority: B

When: Q3 – ongoing

Lead:

1. Tactic: Use the library as media

Deliverable	When	Resources Needed
Develop a 12-month “message of the month” that you will focus on in the library, and in any other storytelling		
Use space in the library to tell the library story <ul style="list-style-type: none">○ “racks and stacks”○ Screen savers○ Mouse pads○ Counter displays○ Community rooms○		
“Ask me” buttons for staff to connect to the friendliness and approachability of library staff		
Order/adapt materials from WSL to use inside and OUTside of the library		

2. Tactic: Develop “tell a friend” materials

Deliverable	When	Resources Needed
Two bookmarks instead of one		

**Burlington Public Library
Strategic Communication Framework
May 23, 2006**

Audiences

1 - AUDIENCE Who are the people you need to reach?	2 - CURRENT RELATIONSHIP + good -- poor Δ needs work	3 – NEEDS/MOTIVATORS What motivates this group? What needs are they focused on?	4 – What does this group need to know in order to take action?	5 – What action do we want this audience to take?
Policymakers Elected officials Appointed officials	Δ Want all City Council members to use the library, support our budget requests. Δ Want City Administrator and City Dept. Heads to support library's mission.	Constituent satisfaction Fiscal accountability Re-election Community relationships Good PR Make their work easier Be a part of the decision-making process	How the library meets community/constituency expectations and needs. Why the library's needs are more important than other city departmental needs.	Vote for our budget requests. Advocate for library among their constituents; use the library.
Community Leaders Opinion leaders Business owners Al Brown, Dan Berentson-head of comm. for the county, Silverio Vivanco – Latino community, Roger Capron- Latino community, Ruth Ibarra, Rich Wesen-parenting network, Kathi Williams – school foundation-park board etc, Don Zorn, Don Power, Bob Fisher, John Brink, George Wallace, Rotary, Kiwanis	Δ Not all actively support library Jim Sanders, Allen Merritts, Roger Knutzen, Rob Jones, Gretchen Pickett, Greg Reed, Gregg Davidson, Judge Svaren, Sakumas- latino community, Roozens, Dick Irwin – head of chamber of commerce	Community building Support Fiscal accountability Empowering their constituents Personal recognition	How the action builds community. How their involvement will improve their image in community.	Advocate for the library. Raise \$ for Foundation.
Voters 18-24 24-55 55+	Not primary audience	Self/family <u>Sometimes</u> greater good <u>Sometimes</u> fiscal accountability	How the action benefits my life personally or my family's lives.	

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<p>Community Partners</p> <p>Parks & Recreation Skagit literacy office Schools – teachers, etc. Senior Center Skagit county community action – Mt. Vernon Other libraries Business & clubs that give money Youth organizations Senior organizations Business groups</p>	<p>Δ Don't have good relationship with ALL teachers and library assistants in schools. Could strengthen existing good relationship with ACTs program and Best SELF</p>	<p>Serving people we serve Common goal Opportunities for collaboration</p>	<p>How action serves our population.</p>	
<p>People with school age children</p> <p>Stay at home moms are coming in for story time Head Start Wee Care, Best Place Julia's Mom Lee Family (Korean) Welcome Baby Program</p>	<p>Δ We do a decent job with stay-at-home moms of preschoolers but not working families or older kids.</p>	<p>Child achievement and opportunity Child entertainment</p>	<p>How the action supports or creates opportunity for success for my child</p>	<p>Get a card for their family Use their card regularly. Encourage others to get cards.</p>

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<p>Latinos – 25% of community</p> <p>Talking to their friends Check out a stack to share Have about 100 books “Hooked on phonics for Spanish speakers”</p>	<p>Need more materials Don't know how to reach them effectively Don't know community leaders</p>	<p>Learning English Citizenship Opportunities for kids Spanish-language materials to keep up skills in native language, teach kids Spanish Internet access Free resources and services</p>	<p>Latinos are welcome at the library. Services are no charge. Other Latinos use the library. Room for the whole family.</p>	<p>Use the library. Encourage friends to use the library.</p>
<p>Teens</p> <p>Mostly come in the summer Want them here because they need to be someplace. Bridge teens' reading habits. (Study shows it drops off in their teens) Do not have enough material for teens at this time; will have more when the new building.</p>	<p>Poor relationship. One group of regulars is at odds with staff and adult patrons. Limited collection and services for teens.</p>	<p>Self Social development Belonging Homework help Internet access Fun (games & music)</p>	<p>We have what they want. Teens welcome here if their behavior is good. Library is safe place – we won't allow bullying.</p>	<p>Use the library. Encourage others to use the library. Participate in developing library services for teens.</p>

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<p>Non-users</p> <p>Want people to know about all the services that the library has to offer. Think the library is important for the health and vitality of the community. Be aware of all the things that are available. A lot of the services have changed. Only 8% of Burlington population has a BA. Want the community to know that the library can be their college. Economic development of a community.</p>	<p>Poor – not likely to read newspapers either. No way to reach them regularly.</p>	<p>Information needs may not be met with Internet.</p>	<p>Libraries can solve information needs.</p>	<p>Use the library. Encourage others to use the library.</p>