

Grand Valley Public Library Marketing & Communications Plan – September 2013

Date of Review/revision: September 11, 2013

Motion # 6

Chairperson Signature:

Mission Statement

The Grand Valley Public Library is the Foundation of the Community providing social and educational resources.

Purpose

The purpose of the Marketing and Communication Plan is to support the strategic objectives and provide action items for the organizational communication of the Grand Valley Public Library story over the next several years. The plan serves as a guiding map for all internal and external communication with key stakeholders, and also helps to obtain a joint understanding of communication work while steering daily / monthly communication initiatives and deliverables. The plan includes communications objectives, messages, audiences, deliverables, timelines, calendar of activities, and evaluation, that are all in alignment with GVPL's overall mission and goals.

The GVPL's 2012-2016 Strategic Plan identifies as one of its goals: 1.1 Increase awareness and use of library services, resources and current technologies. Concentrated efforts needed to be focused on marketing in order to get the GVPL message out to the entire community. A dynamic multi-year Marketing and Communications Plan will assist in ensuring that GVPL messages are heard and properly understood by key stakeholders.

All marketing and communications activities are undertaken to support GVPL's mission and overall operational objectives. However, the marketing and communications activities themselves also have their own specific objectives:

Goals	Library Objectives	Communications Objectives
<p>A responsible, cost effective and accountable local government</p>	<ul style="list-style-type: none"> ▪ Enhance communication between the Library and its community. ▪ Encourage the community to become more actively involved in community affairs. 	<ul style="list-style-type: none"> ▪ To ensure that GVPL communications are well coordinated, effectively managed, and responsive to diverse information needs. ▪ To effectively promote GVPL activities and achievements. ▪ To effectively handle media inquiries,

		<p>responding to stakeholder requests, and helping to resolve issues of importance to GVPL (issues management), under the direction of the CEO.</p> <ul style="list-style-type: none"> ▪ To effectively guide the ongoing implementation of the Library's branding strategy. ▪ To keep informed of current and future trends in the area of marketing / communications.
<p style="text-align: center;">A safe, livable and healthy community</p>	<ul style="list-style-type: none"> ▪ Continued emphasis on library as place, for fostering community interaction, partnerships, maintenance and development, civic pride, and community involvement. 	<ul style="list-style-type: none"> ▪ To profile GVPL as a community gathering place/hub. ▪ To continue seeking and forging partnerships and relationships with fellow marketing and communications staff where there is a logical and needed fit with the Library's goals and directions. ▪ To increase participation levels in GVPL programs and activities. ▪ To provide guidance in the development, promotion, and execution of special events. ▪ To embrace emerging social trends and social media mechanisms to reach out to the Grand Valley community and remain relevant.
<p style="text-align: center;">A diverse and sustainable economy</p>	<ul style="list-style-type: none"> ▪ Continue to market Grand Valley Public Library services and resources to the business community. 	<ul style="list-style-type: none"> ▪ To profile Library collections and resources (to the business community and broader community). ▪ Help to seek innovative methods for developing and maintaining community support.

Communications Goals

External: To continue enhancing the public perception and reputation of Grand Valley Public Library to ensure that Grand Valley and area residents view it as an essential contributor to their lives and community.

Internal: To continue fostering two-way, open, accurate and timely communication between Administration and staff.

Budget

Staff will continue to monitor the demands on the budget amounts related to marketing and communications, and will bring forward any requests for budget improvements as a part of the normal budgetary process.

GVPL Stakeholders / Target Audiences

GVPL has a broad and diverse target audience for its communications activities, including primary and secondary audiences:

<i>Primary</i>	<i>Secondary</i>
GVPL Board	Ministry of Tourism, Culture and Sport
GVPL staff and management	Newcomers to the Community/Canada
Library patrons	OLA, CLA, AMPLO,
Grand Valley and area community/general public	
Business community	
Grand Valley Town Council	
Partners	SOLS / Saugeen Library Consortium/ Schools
Followers on social media platforms (and potential followers)	Potential library patrons

Key Messages

Key messages are the fundamental messages that the GVPL wishes to convey through all of its communications (however key messages are not necessarily everything that it has to say). In order to be useful, key messages should:

- Be few in number, usually no more than three or four
- Be short and concise, generally no more than a sentence or two
- Be written down

The key message focus for 2013 and 2014 will be:

- Every week hundreds of Grand Valley and area residents benefit from GVPL collections, resources, and services
- GVPL provides places where the community is welcome to discover, meet, learn, and be inspired
- GVPL fosters interaction, partnerships, and community engagement
- Staff is knowledgeable, ready to help, and customer-focussed

Strategic Communications Approach

To achieve objectives as outlined, the Marketing and Communications Plan is based on the following overall strategic communications approach for GVPL over the next several years:

- Continue to develop and establish a clear and recognizable 'brand' for the Grand Valley Public Library (both internally and externally)
- Use a broad range of communications vehicles and tools to communicate to the wide variety of target audiences

- Use the local media, through paid advertising and ‘earned news coverage / publicity’ as a way to reach members of the general public (and key stakeholders listed above)
- Communicate clear and consistent key messages to key stakeholder groups in all communications
- Demonstrate and communicate success achieved in key areas such as items borrowed, online library visits, programming / special events, library usage ...etc.
- Continue to demonstrate sound fiscal management with regard to municipal funding, government grants and self-generated funds (show that GVPL is spending wisely and saving money when possible)
- Focus public communications efforts on a ‘call to action’ in terms of encouraging participation in GVPL programs and activities, instead of simply raising awareness and understanding.

2013 Calendar of Annual Marketing and Communications Initiatives and Deliverables

Distribute quarterly newsletter of library news, programs and services.

Distribute pamphlets of Library resources including electronic resources to the public, schools, churches, medical centre, businesses, and municipal offices.

Distribute quarterly reports to contracting municipalities by email.

Annual Budget presentations and annual report to contracting municipalities.

Take the Library to the Community through presentations to local user groups, schools and municipal Councils.

March Break Programs in collaboration with Shelburne and Orangeville Public Libraries.

Book/Bake Sale on Annual Duck Race Day

Children's summer programs and TD Summer Reading Program

Maintain a Library booth at the Grand Valley Fall Fair

Continue to work in collaboration with the Riverbend Artists of Grand Valley by providing space in the McGinnis Room for Art Displays and for Culture Days in September

Promote the Library during Ontario Public Library Week

Book Sale and Silent Auction October and November

The Library annually enters a float in the Santa Claus parade

Continue to explore ways of reaching out to Teens

Continue to explore funding through various government agencies to improve programs and services.

Continue to create a positive community space that is alive with opportunities and programs.

Continue to work with the Shelburne and Orangeville Public Libraries and Booklore to provide the "One Book One County Dufferin Reads" Program.

The three tables below include special marketing projects and/or GVPL projects that require increased communications involvement and support.

The tables include:

- On-going marketing/communications initiatives (and those that occur yearly),
- 2013 marketing/communications projects, and
- 2014 marketing/communications projects.

On-going Marketing/Communications Initiatives (and/or Yearly)			
Communication Initiative	Detailed Description	Responsibility	Timing
Branding	Continue to develop and establish a clear and recognizable GVPL “brand” so that materials have a consistent look and feel including usage of the GVPL logo. Develop a tagline as a branding driving force.	Lead: Advocacy Committee CEO Senior Staff	On-going Infusing the brand carefully and slowly into GVPL communication materials will lessen costs as opposed to doing it all at once.
Social Media	Continue to refine the process of gathering content for social media purposes and platforms in collaboration with GVPL staff. Ensure there is a clear link between Library goals/ objectives and social media posts/messages.	Partnership between IT, E-services, CEO and Advocacy Committee	On-going by staff and Board

GVPL Presentation	Develop a standard GVPL PowerPoint presentation for use with various stakeholder groups.	Lead: CEO Advocacy Committee	Updated annually in January
Newsletter	Continue streamlining content in the monthly newsletter to ensure GVPL messages are clear.	Lead: CEO	On-going/monthly basis
Internal Communications	Help employees connect long-range organizational vision to daily work, ensuring alignment with GVPL's strategic direction, assist in developing and inspiring commitment to a vision of success.	Lead: CEO	On-going
Editing/Proofing: GVL Promotional Materials	Continue to make editorial suggestions/comments on all GVPL communications to maintain a professional system-wide standard of communication	Lead: CEO	On-going
Media Protocol	Disseminate the media protocol to staff on a yearly basis to ensure that new and returning staff members are aware.	Lead: CEO	Yearly media protocol reminder. Media protocol information incorporated into Staff Manual and Orientation Kit
Major GVPL Events	The CEO works with the Board in organizing 1-3 major events per year to raise the profile of the Library and demonstrate how instrumental GVPL is in building the economic, social and	CEO and Board	*Yearly

	cultural foundation within Grand Valley and area. i.e. Culture Days, Dufferin Reads...etc.		
Outreach Efforts	Assist program staff as needed in pursuing and developing partnerships with community groups and organizations where there is a logical and needed fit with the Library's goals and directions.	CEO and Senior Staff	On-going
Media Releases Media Advisories	Issue news releases on all significant GVPL initiatives and achievements while employing a creative, story-telling approach to external communications/media relations.	Lead: CEO Feedback and Approval: CEO	Target 3 a year/minimum On-going
Media Release (distribution)	Ensure Board members receive a timely copy and distribute all "key" GVPL news releases to government and key stakeholder contact lists.	Lead: CEO Feedback and Approval: CEO	On-going
GVPL Feature Stories	Develop one or two feature articles per year about the overall importance of libraries (and/or a specific and unique GVPL story) and share with media outlets and partner organizations for publishing in their newsletters including OLA, CLA...etc.	Lead: CEO Feedback and Approval: CEO	Yearly (1 or 2 stories)
Leadership Visibility	Seek opportunities to increase the visibility and presence of the CEO within the community i.e. speaking opportunities, messages from...etc.	Advocacy Committee to bring forward recommendations for CEO's consideration	On-going

Public Consultation	Seek opportunities to use public consultation within the Library environment – which will help to stay apprised of stakeholder expectations and adequately respond to needs of the community	Administration CEO Advocacy Committee	On-going and also project-specific.
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2013/14 Special Marketing Projects (including GVPL projects that require increased communications support)			
Communication Initiative	Detailed Description	Responsibility	Timing
One Book One County Dufferin Reads	CEO works with Shelburne P.L., Orangeville P.L. and Booklore to provide this County-wide program.	Lead: CEO and Senior Staff	Jan. to May
Calendar of GVPL events/activities	<ul style="list-style-type: none"> ▪ Develop an GVPL “year at a glance” marketing calendar featuring events/activities organized by GVPL, as well as those that GVPL regularly participates in / profiles. ▪ Develop monthly promotional calendars for the service desks to highlight “What’s Coming Up at Your Library This Month” 	Lead: CEO and Senior staff	Process to begin 2014
Key Stakeholder Contact Lists	Update as necessary all GVPL key stakeholder/contact lists for marketing/communication purposes.	CEO and Senior Staff	Process to begin 2014
Communication vehicles (publicity)	Continue to grow and develop a list of marketing vehicles/mediums/venues to profile GVPL events and activities.	Lead: CEO and Advocacy Committee	2014
Power Wall TV	Budget for Power Wall TV and development of content.	CEO and Senior Staff	Process to begin 2014

GVPL Advertisement	Develop a professional GVPL ad which communicates the full scope of what GVPL has to offer the community.	Lead: Advocacy Committee	Development of an ad in early 2014
Standardized GVPL Templates	Develop standardized communication templates for GVPL posters, presentations, brochures...etc.	Lead: CEO and Senior Staff	Ongoing
GVPL e-Newsletter	Explore the feasibility of creating an GVPL e-newsletter to more effectively communicate with key audiences (also web and device friendly).	CEO and Senior Staff	<u>Stage 1</u> – design and production of an e-banner template (marketing lead) and content process <u>Stage 2</u> – software for website/distribution
Website Communications / Content Management	Update and enhance – where possible – the GVPL website from a communications/marketing perspective. Suggest conducting a website content review and develop a plan to ensure that website content is intuitive for key stakeholders visiting the site.	Lead: e-Services Librarian IT CEO	Ongoing Completed within existing staff schedules.

Crisis Communications Plan	Develop a detailed Crisis Communications Plan to support GVPL in responding to a crisis or emergency from a communications perspective.	Advocacy Committeeto work in partnership CEO.	2014/2015
Council Orientation	Develop orientation information for Council members.	Lead: CEO and Board members	2014 (preparing materials for a 2015 delivery)
Board Orientation	CEO to maintain orientation information for new Board members.	Lead: CEO Board Members	Ongoing

Evaluation

The following actions will be taken to measure and evaluate the success of GVPL marketing/communications efforts:

- Media monitoring – number of favourable media articles (and whether key messages have been adequately captured), number of news releases picked-up by local media vs. number of news releases sent to media.
- Analysis of telephone, email, personal feedback and comment cards
- Program tracking/results – number of people attending programs/events (and specifically those with direct linkages to marketing/communication efforts i.e. advertising)
- Formal/informal staff surveys and feedback (internal feedback)
- Website tracking and page views (and subsequent “hits”)
- Monitor patron / general public polls (external feedback)
- Did media proactively respond to the materials supplied?
- Were communications materials used properly and did they help in creating awareness or understanding?
- Gauge whether our communications were accurate, timely, and appropriate for intended audiences
- Gauge/evaluate whether the image and reputation of the Grand Valley Public Library changed through a communications / marketing initiative (relative impact)