

# Grand Valley Public Library Marketing & Communications Plan – October 10, 2018

Date of Review/revision: October 10, 2018

Motion # 7

Date of Last Review: September 09, 2015

Chairperson Signature:

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## 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 2017-2020 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
<b>A responsible, cost effective and accountable local</b>	<ul style="list-style-type: none"><li>▪ Enhance communication between the Library and its community.</li><li>▪ Encourage the community to become more actively involved in community affairs.</li></ul>	<ul style="list-style-type: none"><li>▪ To ensure that GVPL communications are well coordinated, effectively managed, and responsive to diverse information needs.</li><li>▪ To effectively promote GVPL activities</li></ul>

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

		support.
<b>Communications Goals</b>		
<b>External:</b> 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.		
<b>Internal:</b> To continue fostering two-way, open, accurate and timely communication between Administration and staff.		
<b>Budget</b>		
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:

<b>Primary</b>	<b>Secondary</b>
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

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Followers on social media platforms (and potential followers)	Potential library patrons
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### **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 2018 and 2019 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.

## **2018 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, 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/Garage Sale on Annual Duck Race Day

Children's summer programs and TD Summer Reading Program

After School Cocoa Club program Tuesday and Thursdays

Baby Time on Mondays and Story Time on Wednesdays

Class visits in May/June of every year.

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 (currently have Teen Cafe and Teen Movies)

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 for people of all ages.

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

Dufferin Reads.

Continue to work with the Shelburne and Orangeville Public Libraries with Coffee, Conversation and Books. Monthly author visits at each Library.

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),
- 2018 marketing/communications projects, and
- 2019 marketing/communications projects.

<b>On-going Marketing/Communications Initiatives (and/or Yearly)</b>			
<b>Communication Initiative</b>	<b>Detailed Description</b>	<b>Responsibility</b>	<b>Timing</b>
<b>Branding</b>	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  All Library promotional materials contain the Library Logo.
<b>Social Media</b>	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

<b>GVPL Presentation</b>	Develop a standard GVPL PowerPoint presentation for use with various stakeholder groups.	Lead: CEO Advocacy Committee	Updated annually in January
<b>Newsletter</b>	Continue streamlining content in the monthly newsletter to ensure GVPL messages are clear.	Lead: CEO	On-going/quarterly basis
<b>Internal Communications</b>	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
<b>Editing/Proofing: GVL Promotional Materials</b>	Continue to make editorial suggestions/comments on all GVPL communications to maintain a professional system-wide standard of communication	Lead: CEO	On-going
<b>Media Protocol</b>	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
<b>Major GVPL Events</b>	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.		
<b>Outreach Efforts</b>	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
<b>Media Releases</b> <b>Media Advisories</b>	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
<b>Media Release (distribution)</b>	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
<b>GVPL Feature Stories</b>	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. Work with the Orangeville Banner to provide monthly news about the Library.	Lead: CEO Provide time for support staff to implement. Feedback and Approval: CEO	Once a month or as time allows.
<b>Leadership Visibility</b>	Seek opportunities to increase the visibility and presence of the CEO	Advocacy Committee to bring forward	On-going

	within the community i.e. speaking opportunities, messages from...etc.	recommendations for CEO's consideration	
<b>Public Consultation</b>	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.

<b>2018/19 Special Marketing Projects (including GVPL projects that require increased communications support)</b>			
<b>Communication Initiative</b>	<b>Detailed Description</b>	<b>Responsibility</b>	<b>Timing</b>
<b>One Book One County Dufferin Reads</b>	CEO works with Shelburne P.L., Orangeville P.L. and Booklore to provide this County-wide program.	Lead: CEO and Senior Staff	Timing of this may vary. Usually held January to May.
<b>Calendar of GVPL events/activities</b>	<ul style="list-style-type: none"> <li>▪ The Library has a calendar of events that is updated on a regular basis.</li> <li>▪ Large screen TV at the entrance to the Library with scrolling information about current events.</li> </ul>	Lead: CEO and Senior staff	On going.
<b>Key Stakeholder Contact Lists</b>	Update as necessary all GVPL key stakeholder/contact lists for marketing/communication purposes.	CEO and Senior Staff	On going
<b>Communication vehicles (publicity)</b>	Continue to grow and develop a list of marketing vehicles/mediums/venues to profile GVPL events and activities.	Lead: CEO and Advocacy Committee	On going
<b>Power Wall TV</b>	Budget for Power Wall TV and development of content.	CEO and Senior Staff	Completed 2014
<b>GVPL Advertisement</b>	Develop a professional GVPL ad which communicates the full scope of what GVPL has to offer the community.	Lead: Advocacy Committee	Brochures have been developed with information about the Library. The brochures are accessible from the Library website.

<b>Standardized GVPL Templates</b>	Develop standardized communication templates for GVPL posters, presentations, brochures...etc.	Lead: CEO and Senior Staff	Ongoing
<b>GVPL e-Newsletter</b>	Explore the feasibility of creating an GVPL e-newsletter to more effectively communicate with key audiences (also web and device friendly). Consider email to distribute e-newsletter.	CEO and Senior Staff	The e-newsletter is available online from the Library website.
<b>Website Communications / Content Management</b>	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	Website updated 2017 and went live November 2, 2017.
<b>Crisis Communications Plan</b>	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.	2018/2019

<b>Council Orientation</b>	Develop orientation information for Council members, to be provided every four years at election time.	Lead: CEO and Board members	Prepare for 2018 election.,
<b>Board Orientation</b>	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)