

# COMMUNICATION

## Q1 REPORT - UPDATES



### PROGRESS ON ACTION STEPS:

#### Update the Library District's Marketing Plan

The initial phases of revising the Library District's Marketing Plan have included commencing a branding overhaul, which was initiated in February 2024. Additionally, the Library District's Communication Specialist has crafted a detailed framework for the new marketing strategy, aligning with our strategic objectives, values, and priorities.

#### Make revisions and updates to the Library District's website

The Library District's website committee meets every month to review and make necessary updates. Most website updates during Q1 were focused on a significant brand refresh. This refresh includes updating our website's color palette and design elements to align with our new brand guidelines, alongside new imagery to ensure our online presence is as inviting as our physical locations. One significant improvement is the addition of the new Severance Library to our hours and locations page, making access easier and showcasing our growing network. Also, we've included the Severance Library's meeting rooms in our Communico Reserve system, enabling staff and the public to easily book these spaces online.

#### Explore radio advertising

Developed a comprehensive quarterly schedule for broadcasting Library District content on local radio stations, and initiated contact with these stations. The forthcoming actions involve organizing formal meetings to finalize the schedule and coordinating with Library District staff for their participation and sign-up.

#### Explore clearer ways to provide usage data to the public

Quarterly reports that are clear and understandable will now be included in the board packets and available to the general public. Starting in April 2024, staff will spotlight one social media post each month to showcase library statistical highlights from the previous year. These insights will span a variety of activities within our Library District, including both physical and digital circulation, programs/events, resources like digital downloads, streaming, databases, or kits, services, and more. The goal of these posts is to illuminate the significant impact our library has on the community. Additionally, beyond our annual Community Impact Report, we're excited to roll out a half-sheet infographic. This quick-reference handout will offer an attractive and easily digestible summary of our major statistics and accomplishments, further underscoring the value and influence of our library services in the community.



### ACTION STEPS IN PROGRESS:

Tap into various groups, such as active senior adults, the teen advisory group, etc., to find the best avenues of communication and interests.

Reinstitute Beyond the Books, the Library District's citizen leadership academy, and Library Road Shows.

Increase public presentations on a variety of topics related to the library at clubs, board meetings, and other civic groups.

# IT/TECHNOLOGY

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### PROGRESS ON GOAL 1 & ACTION STEPS:

**Purchase and implement a Discovery Layer for the Library District's online catalog.**

A contract has been signed with the Marmot Library Network to implement Pika, a discovery layer that will help patrons discover our amazing resources.

**Increase the visibility of the Explore Kit collection within the library.**

We began rebranding with a new logo and created new Roku kits with streaming services included, which will be advertised both online and at each library.



### ACTION STEPS IN PROGRESS:

**Provide photos and descriptions of items in Explore Kits for the Library District's online catalog.**



### PROGRESS ON GOAL 2 & ACTION STEPS:

**Work with Weld-RE4 to simplify the registration process.**

Sent Weld RE4 staff information regarding student accounts and the information needed to create a card.



### ACTION STEPS IN PROGRESS:

**Educate teachers and other school staff on the process and resources available.**

# PARTNERSHIPS

## Q1 REPORT - UPDATES



### ACTION STEPS IN PROGRESS:

**Review and evaluate all current partnerships.**

**Establish a Memorandum of Understanding with all major partners.**



# PROGRAMMING

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### PROGRESS ON GOAL 3 & ACTION STEPS:

**Increase access to programs by providing an array of registration and attendance options and by considering the scheduling of programs in order to best accommodate working vs. non-working parents and/or caregivers.**

As of April 8, 2024, we transitioned Read, Rhyme, and Romp (storytime), Creation Station (after-school program), Lego Explorers (after-school program), and Babies and Books (storytime) to programs that do not require registration. Once June rolls around, we will begin offering Saturday family programming that also does not require registration.

### ACTION STEPS IN PROGRESS:

**Review and evaluate all current partnerships.**

**Establish a Memorandum of Understanding with all major partners.**

**Hire a consultant to initiate a community assessment to ensure the Library District is meeting the needs and wants of our community through library programs and services.**

**Formalize the program assessment process and identify a threshold for discontinuing or re-assessing available programs.**



# SPACE

## Q1 REPORT - UPDATES



### PROGRESS ON GOAL 1 & ACTION STEPS:

Work with the contractor to complete the building project by the spring of 2024.

Goal Completed.

Open the building for the public by April 2024.

The Ribbon Cutting/Grand Opening was held on April 6, 2024, from 1-3 p.m. Over 700 people were in attendance.



### PROGRESS ON GOAL 2 & ACTION STEPS:

Launch a social media campaign to promote library meeting rooms.

The Communications Staff launched a social media campaign to promote the reservation of meeting rooms. The first post was a general announcement about the availability of meeting rooms. The second post had a holiday theme to attract more attention. We will share more posts once we have pictures of the Severance Library meeting rooms to showcase. The scheduled posts will continue to remain active.

Advertise meeting room space in local publications.

Advertisements promoting meeting room reservations were shared in the Visit Windsor Guide and MyWindsor Magazine.

Simplify the booking process.

Booking rooms for same-day reservations are now available outside of each room and at the circulation desk and doesn't require staff approval.

# SPACE

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### GOAL 3 ACTION STEPS IN PROGRESS:

Monitor the use of newly created spaces at the Windsor Library, such as the Imagination Room, meeting rooms, and Teen Space, as well as the meeting rooms, spaces and areas in the new library branch in Severance.



### GOAL 4 ACTION STEPS IN PROGRESS:

The Long Range Planning Committee will continue to meet,

Continue conversations with developers and governments.

Seek opportunities for shared spaces.

Report to the public regularly on progress.