

COMMUNICATION

Q3 REPORT - UPDATES



PROGRESS ON ACTION STEPS:

Update the Library District's Marketing Plan

As Q3 begins, ongoing efforts related to the branding overhaul and developing a comprehensive marketing strategy are progressing well. Key achievements include completing a district-wide promotional signage strategy to boost visibility and outreach. Additionally, an infographic has been created to outline outreach efforts with community calendars and timelines for improved stakeholder engagement. A crisis communications directory is being finalized to ensure effective communication during critical times. The Communications Specialist continues to outline and solidify robust content marketing strategies highlighting programming, events, resources, and services, leveraging cross-platform functionality for broader reach.

Make revisions and updates to the Library District's website

In Q3, much of the work to the site was preparation for the Pika transition. We've implemented and tested the updated search box and the new book carousels. We've also run a site link checker to identify individual links that need updated. We've also built and tested a new Icon Card callout to highlight statistics on individual pages across the site. We're working on finalizing new templates for images in our news articles. These will incorporate more colors from our new branding, to keep consistency but also differentiate the articles based on their content.

Explore radio advertising

In Q3, progress on broadcasting our Library District content on local radio stations was limited. We have shifted our focus to planning for 2025. Consequently, coordinating advertisements with radio station contacts is still in the initial stages.

Explore clearer ways to provide usage data to the public

In Q3, the Communications staff effectively utilized our Facebook and Instagram platforms to share informative posts and reels, showcasing 2023 statistics that highlight the Library District's impact, achievements, and community engagement.

Our first post showcased a few Bookmobile achievements: 143 Day attendees, 13,686 visitors, and 20,996 items borrowed, achieving engagement rates of 5.75% on Facebook and 6.07% on Instagram. The second post highlighted programming and event achievements with 1,240 programs and 24,758 attendees, achieving engagement rates of 4.76% on Facebook and 5.24% on Instagram. Our third post focused on communication efforts, noting 247 emails sent and a 43.6% open rate, yielding engagement rates of 1.6% on Facebook and 6.12% on Instagram.

These engagement rates significantly exceed typical industry standards (1-2% for Facebook and 1-3% for Instagram), indicating a strong connection with our audience. This success underlines the effectiveness of our social media strategy in increasing community interaction and awareness, proving the substantial impact of our Library initiatives.



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.

Staff training was held in September with a go live scheduled for October. The production site is up and running with Marmot staff putting finishing touches on the programming and Clearview staff testing and reporting any issues.

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

Custom images have been uploaded to our production site and explore kits will be easily searched and viewed once Pika goes live.

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

IT staff have discussed ways we could increase visibility and believe that the discovery layer is the best way to increase knowledge online. IT plans to work with the communication team for new signage in the libraries.



PROGRESS ON GOAL 2 & ACTION STEPS:

Work with Weld-RE4 to simplify the registration process.

School cards are being discussed at the bi-monthly MOU meetings.



ACTION STEPS IN PROGRESS:

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

| PARTNERSHIPS

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PROGRESS ON GOAL & ACTION STEPS:

Establish a Memorandum of Understanding with all major partners.

Bi-monthly meetings with one of Weld RE-4's District Librarians and CLD's Public Services Manager have been established with a goal of finalizing the MOU before the end of 2024. The current goal -- which may change as we continue discussions - is to have three major sections in the MOU: Programs/Visitations/Events, Communication, and School Card.



ACTION STEPS IN PROGRESS:

Review and evaluate all current partnerships.

PROGRAMMING

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PROGRESS ON GOAL 3 & ACTION STEPS:

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.

This goal will be initiated in 2025, once the library is under new leadership and has the resources (time, budget, etc.) to conduct a community-wide assessment.

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.

Accomplished per last quarter's update. No further programs will be added to the list of programs that do not require registration at this time, though we will continue to assess programs that do not have registration and those that might be good candidates for no registration to ensure we are continuing to meet this goal.

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

After an inspiring CALCON session regarding program and service evaluation, the process to formalize qualitative assessment has begun. PS staff are discussing what this will look like and will begin by establishing desired program outcomes and an observation schedule.

SPACE

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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. Goal Completed.



PROGRESS ON GOAL 2 & ACTION STEPS:

Launch a social media campaign to promote library meeting rooms.

In Q3, we focused on promoting 'After Hours' Meeting Room reservations at Severance Library, alongside other initiatives. We plan to boost our social media campaign later in Q4 and into 2025 to enhance community awareness of the meeting room options at both library locations.

Advertise meeting room space in local publications.

In Q3, the Communications team successfully designed and launched marketing materials to promote the new 'After Hours' Meeting Room availability at the Severance Library. In August 2024, print advertisements in MyWindsor and Windsor City Lifestyle Magazines promoted public meeting room reservations at both branches. A promotional photo and summary highlighting the Library District's meeting room availability was also featured in the "Business Monthly" section of the September edition of Windsor City Lifestyle. To further extend our outreach, the publisher of Windsor City Lifestyle filmed an advertisement at the Severance Library, showcasing its beautiful facilities and encouraging community engagement. These marketing efforts increased public awareness and access to our meeting spaces.

Simplify the booking process.

The booking of Cottonwood and Spruce at the Severance Library are now open for after hours. We have simplified the booking to accommodate this as well as the after hours approval and training.

SPACE

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PROGRESS ON GOAL 3 & ACTION STEPS:

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

Having the Severance Library meeting rooms open after hours has increased visibility for the library's meeting spaces. This coupled with the Town of Severance Town Hall meeting spaces being closed has increased our reservations and demand significantly.



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.