

Missouri Library Association
State Conference

**Basic Building Blocks
for Library
Communications
Plans**

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The Next 60

- Why a Communications Plan
- Communication Plan Parts
- Review Successful Plan Model

JRK



Why, why, why, why, why?

- Gives work a focus
- Help set priorities
- Provide a sense of order and control
- Moves communications to results

J.R.K.



The real world whys...

- Know you need to
- Strengths, Weaknesses, Opportunities, Threats – SWOT
- Have a goal in mind

J.R.K.



Step it Up

1. Define the problem, situation or opportunity; and who is affected and how
2. Plan and program, define desired outcome and key audiences
3. Take action, implement communications
4. Measure results

JRK



That's what communications plans are made of

- Target Audiences
- Key Messages
- Measurable Goals

TACTICS?

J.R.K.



Target Audiences

- Who we want to receive communication resources
- Help direct how communication resources will be distributed

JRK



Key Messages

- What we would like you to know about your library
- The message guide the library's communication strategy and are applied to ensure communications are executed efficiently and effectively.

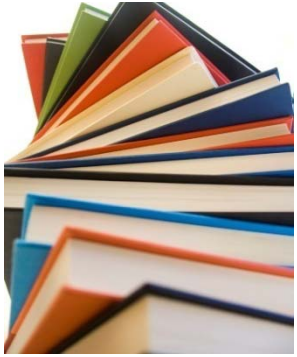
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Measurable Goals

- What we would like to achieve for you and your library
- Must include mechanism to MEASURE

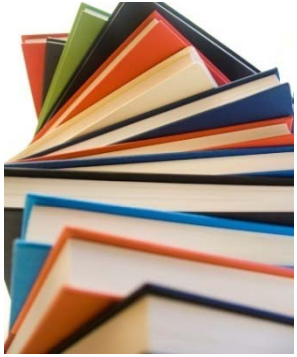
JRK



Step it Up

1. Define the problem, situation or opportunity
AND who is affected and how
2. Plan and program, define desired outcome
and key audiences
3. Take action, implement plan
4. Measure results

J.R.K.



Step it Up

3. Take action, implement plan

- Tactics
- Action items
- Product
- The STUFF

J.R.K.



That's what communications plans are made of

- Target Audiences
- Key Messages
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TACTICS

JRK



Enter Real World

- Daniel Boone Regional Library
- January 10 to April 28, 2008
- Four Meetings
- Less than 8 Hours Total
- Five Page Communications Blueprint
- One Page Trustees Role in Communications

JRK



DBRL Process

Ad Hoc Communications Committee –
“...to increase communications, define trustees’ individual roles in communication, and address existing perceptions and advocate library accomplishments.”

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DBRL Process – Meeting 1

Reviewed Charge

Intro

AND THEN...

B

- Organized all concepts

Rev

- Prepared lists

Init

- Provided advanced copies of ideas to date

Target Audiences, Key Messages, Goals

(2 hours)

JRK



DBRL Process – Meeting 2

AND THEN...

- Organized all concepts
- Prepared lists
- Reality checked tactics
- Assembled draft plan

Brainstormed tactics – including holdovers

(1 hour, 45 min)

JRK



DBRL Process – Meeting 3

- Prioritize and Review Tactics

AND THEN...

- Finalized plan

[Begin Trustee Discussion]

(2 hours)

JRK



DBRL Process – Meeting 4

- Approved Final Draft of Plan
- Approved Trustee Role in Communications

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Keys to Success

- Organization
- Plan of Attack that all support from the very start
- Meeting and topic control

J.R.K.



The last 60

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Questions?

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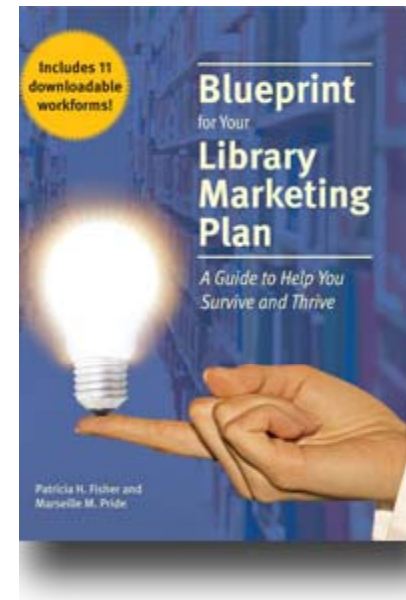
References

- **Blueprint for Your Library Marketing Plan: A Guide to Help You Survive and Thrive**

Patricia H. Fisher and Marseille M. Pride

Item Number: 978-0-8389-0909-6

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