

Library Board Communications Committee Minutes

Jan 31, 2012

Trustees Present	Staff Present
Ed Williams Leland Park	Cordelia Anderson Karen Beach Vick Phillips

The group convened at 2pm, at which point the first item on the agenda was addressed: a review of the Library's 2012 Communications Plan. Ms. Anderson introduced this item by providing an overview of the Communications department and its three staff members, detailing their duties and areas of expertise.

Upon highlighting the overall structure and audience of the Communications Plan 2012, Ms. Anderson went into further detail on the Plan's goals and objectives, which were presented as follows:

- Goal – What is our desired end state?
 - The Charlotte Mecklenburg Library is known as an asset to its community, responsive to community needs and showing good stewardship of community resources by providing the best possible value and benefit with the resources available.
- Objectives – How do we know if we have reached the goal?
 - **Objective 1:** Improve awareness of and engagement with Library key messages
 - Strategy: By marketing the services of the Library
 - Measured by: Surveys
 - **Objective 2:** Increase customer and stakeholder satisfaction with Marketing & Communications
 - Measured by: Surveys
 - **Objective 3:** Maintain operational excellence
 - Measured by: Legal compliance, responsible budget management
 - **Objective 4:** Positively influence *public* funding stakeholders to want to fund the Library
 - Strategy: By communicating the accomplishments of the Library in implementing the Task Force recommendations and supporting the County's critical success factors
 - Measured by:
 - County staff proposing flat or increased County funding in FY1013 (measure of key messages)
 - Board of County Commissioners (BOCC) approving flat or increased County funding in FY2013 (measure of advocacy)
 - **Objective 5:** Positively influence *private* funding stakeholders to want to give to the Library
 - Strategy: By providing support to Library development department

- Measured by: Successful implementation of a Communications Plan for new fundraising structure

The group further discussed measurement methodologies for these five objectives during the presentation. Communications strategies for the upcoming budget season February to June 2012 were then brainstormed. The following ideas were suggested:

- Align Library branches with BOCC members
- Enlist Library Board members as advocates
- Enlist Friends of the Library as advocates
- Determine when the BOCC sets its priority levels, and ensure that Communications is occurring at this time
- Update the “Understanding Library Funding” brochure for current realities
- Work with Library Experiences staff to capture transformational experiences of Library patrons
- Invite Jim Woodward and former Future of the Library Task Force members, and current Library Board of Trustees members Ed Williams and Gloria Kelley, to speak to the BOCC at their regular meeting on March 20 2012, the nearly one-year anniversary of the release of the Task Force report
- Keep Mr. Park and Mr. Williams abreast of developments by:
 - Sharing the Library’s “Weekly Soundbites” article
 - Sharing budget timeline updates

Having no further business, the meeting was adjourned at 3:30pm.