

## Grand Valley Public Library

### Marketing & Communication Plan: Explore – Connect -- Enrich

#### Purpose

The purpose of the Marketing and Communication plan is to support the strategic plan and provide action items for the organizational communication of the Grand Valley Public Library. The marketing & communication plan serves as a guiding map for all internal and external communication with key stakeholders while steering daily/monthly communication, initiatives to achieve desirable outcomes.

The GVPL’s 2022-2025 Strategic Plan identifies four strategic direction, the values of the library and the vision statement: Explore – Connect – Enrich. Effort will be made to focus on these directives to assist in ensuring that GVPL’s messages are heard and properly understood by stakeholders.

Marketing & Communications of the GVPL is the responsibility of the GVPL Library Board, Administration and the staff.

Library Objectives	Communications Objectives	Outcomes
<p style="text-align: center;"><b>Community Awareness</b></p> <ul style="list-style-type: none"> <li>Enhance communication between the library and its communities</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 guide the ongoing implementation of the Library’s branding</li> <li>To provide guidance in marketing and communications for programs, activities and resources.</li> <li>To promote GVPL’s activities and achievements</li> <li>To 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> </ul>	<p>A more knowledgeable community of library events and programs</p> <ul style="list-style-type: none"> <li>Provide accurate, relevant and timely communications to the community.</li> <li>Public perception changed; recognizes the library as a destination, virtual space and online community</li> </ul>

Library Objectives	Communications Objectives	Outcomes
<p>Service Excellence</p> <ul style="list-style-type: none"> <li>To promote the library as a community hub for fostering community interaction, partnerships and community involvement</li> <li>Knowledgeable Staff</li> </ul>	<ul style="list-style-type: none"> <li>To profile GVPL as an inclusive community gathering place/hub</li> <li>To provide guidance in the development, promotion and execution of special events</li> <li>To communicate/market programs and activities to increase participation</li> <li>To recognize and implement current marketing and communications trends in Social Media and other media mechanisms</li> <li>Help to seek innovative methods for developing and maintain community support</li> </ul>	<ul style="list-style-type: none"> <li>Provides varies avenues for the community to discover GVPL’s programs, activities and resources.</li> <li>Increased attendance in GVPL programs and activities</li> </ul>
<p>Inspire Opportunities</p> <ul style="list-style-type: none"> <li>To market GVPL services and resources to the communities we provide services too.</li> </ul>	<ul style="list-style-type: none"> <li>To profile Library Collections and resources (to the business community and broader community)</li> <li>To communicate/market programs, activities and resources to increase participation and usage</li> </ul>	<ul style="list-style-type: none"> <li>Increased community participation and usage</li> <li>Increased support from community organizations and services</li> </ul>

Library Objectives	Communications Objectives	Outcomes
<p>Plan for the Future</p> <p>Keep the community informed about the future plans for the library</p>	<ul style="list-style-type: none"> <li>• To educate stakeholders in the future of the library</li> <li>• To obtain input/participation in a possible future new build</li> <li>• To create excitement and support for a new build</li> <li>• To communicate/market possible fundraising events</li> </ul>	<ul style="list-style-type: none"> <li>• Increased community involvement</li> <li>• Increased support and monies for this capital project</li> <li>• Create a positive atmosphere and control false information</li> </ul>

**Communication Goals**

- **External:** To promote library programs, activities, events and resources to enrich the lives of all the communities the Grand Valley Public Library serves. To enhance the public perception and reputation of the Grand Valley Public Library for continued support and involvement.
- **Internal:** To continue to fostering open, accurate and timely communication between administration and staff.

**Budget**

Marketing, communications and promotional materials should be made with budget considerations and be monitored closely. Request for budget improvements are made as part of the normal budgetary process and should be brought to the attention of the C.E.O and the Library Board.

**Target Audiences**

GVPL has a broad and diverse target audience for is communication activities, including primary and secondary audiences.

Primary

- Town of Grand Valley Residents & Town Council
- Township of Amaranth Residents & Town Council
- Township of East Garafraxa Residents & Town Council
- Library patrons
- Business Community
- Community groups & Partners
- Followers on Social Media platforms

## Secondary

- Ministry of Heritage, Sport, Tourism and Culture Industries
- Ontario Library Association (OLA)
- Canadian Library Association (CLA)
- Association of Medium Public Libraries of Ontario (AMPLO)
- Ontario Library Services (OLS)
- Federation of Ontario Public Libraries (FOPL)
- Saugeen Library Consortium
- Schools
- Potential Library Patrons

## **Communication Strategies and Approaches**

- Few in Number (no more than 1 per day)
- Have short, clear and consistent key messages, generally no more than a sentence or two
- Focus public communications efforts on a “call to action” in terms of encourage in participation in GVPL programs and activities, instead of simply raising awareness and understanding. Eg “join us” or “sign up today”
- Continue to develop and establish a clear and recognizable ‘brand’ (both internally and externally)
- Use a broad range of communication tools to communicate to the wide variety of targeted audiences
- Use the local media, through paid advertising and ‘earned news coverage/publicity’ as a way to reach members of the general public and primary targeted audiences
- Continue to demonstrate sound fiscal management with regards to municipal funding, government grants and self-generated funds
- Keep Staff, involved, knowledgeable and informed on all progress of upcoming programs, events and activities

## **Evaluation**

The following actions will be taken to measure and evaluate the success of GVPL’s 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
- Formal/informal staff surveys and feedback
- Website tracking and page views
- Monitor patron/general public polls (feedback)

- Communications material, distribution and if they helped in creating awareness and understanding
- Reviewing Social Media analytics

### **Marketing/Outreach Opportunities**

The Library Board, Staff and the CEO should pursue and develop partnerships with community groups and organizations to assist with the strategic directions in the strategic plan 2022-2025.

#### **Annual Events in Grand Valley**

- Arbor Day/ Duck Day Race – May, GV Lions Club
- Fall Fair – September, Agricultural Society
- Haunted House/Open House – October, GV&D Fire Department, GV&D Firefighters Assoc.
- Santa Claus Parade – November, Parade committee & GV&D Firefighters Assoc.
- Breakfast with Santa – December, GV Firefighters Ladies Aux.
- Mayberry Hill Association Family Day
- Amaranth Township – 1 event per year, (Farmer's Market??)
- East Garafraxa – 1 event per year
- Farmer's Market – Grand Valley (4 days in 2024)

These event gives the opportunity to have a booth with a staff andboard member promoting the library's programs, activities and online resource.

#### **Outreach Opportunities**

- Presentation to Clubs & Organizations
- Presentations to Schools
- Presentations to Municipal Councils

Develop a Powerpoint presentation promoting the library and online resources.

#### **Collaboration Opportunities**

- Riverbend Artists of Grand Valley
- Orangeville Public Library
- Shelburne Public Library
- Museum of Dufferin
- Hospice Dufferin
- Grand Valley & District Community Centre
- BIA of Grand Valley
- Grand River Conservation Authority
- Credit Valley Conservation/Toronto and Region Conservation Authority
- Grand Valley Small Business Group

**In House Opportunities**

- School Visits – promote summer reading program, programs and online resources
- Book Sale/Garage Sale - fundraiser
- Silent Auction -fundraiser
- Displays, bookmarks, promotional materials

**In House Display Themes**

- Valentines
- Healthy Eating/Living
- Easter
- Spring
- Enjoy the Outdoor
- Programs – TD summer reading
- Online Resources
- Ontario Public Library Week
- Indigenous Reads
- Truth and Reconciliation, September 30

**Programs**

- ToddlerTime
- StoryTime
- CocoaClub
- Snacks 'n Crafts
- TAG/Teen Café
- Tea/Coffee and Connection
- Coffee, Conversation and Books – Collaborate with Orangeville and Shelburne Libraries
- Children's Summer Programs
- TD Summer Reading
- One Book, One County Dufferin Reads (last program 2018)- Collaborate with BookLore, Orangeville and Shelburne Libraries
- Home Alone
- March Break Programs
- Christmas Break Programs
- Reading Challenges
- Let's get cooking (6 week course for Tweens and Teens)
- Book Club

### **Printed Promotional Materials**

The Accessible Communications Guide should be used to make the document easier to read. Materials. The GVPL has an account with Canva.com which is a great resource for creating promotional materials. All printed material should be reviewed by the C.E.O, for accuracy and approval.

Contents of the Document, may contain but are not limited to:

- GVPL Logo – Mandatory
- Vision Statement/Tag Line: Explore – Connect – Enrich, should be added below the logo
- GVPL’s website information
- GVPL’s hours of operation
- GVPL’s contact information: address, phone number, fax number, contact email
- Program Material: program, time, date, registration information

### **Annual Reports**

Annual Reports should be made available in January yearly. The Annual Report should be distributed each of the municipal councils and available on the website.

### **Printed Brochure**

All brochures should be reviewed yearly and updated. If information changes throughout the year all old brochures should be pulled and updated.

### **Bookmarks**

Bookmarks are a great marketing tool to promote programs, resources and events. They should be made readily available and given to patrons when checking out materials.

### **Posters/Flyers**

Posters and Flyers can be used to promote programs, resources and events. They should be posted within the library and distributed and posted in Businesses where bulletin boards/windows are available.

### **Newsletter**

This publication will be reviewed and updated quarterly. Current, relevant and announcements of the Grand Valley Public Library. Staff input in the content of the newsletter is welcomed. The newsletter is only available in print, emailing and posting on the website is being reviewed. This newsletter should be distributed to the municipal council. Content and creating the newsletter is the responsibility of the LA I (programs coordinator) and the CEO.

## **Promotion/Communication Outlets**

### **TV Display**

The TV Display on the circulation desk should contain scrolling information programs and any relevant posting. Eg holiday hours. Any outdated information should be removed in a timely fashion. This display will be maintained by Senior Staff.

### **Blackboard Calendar**

The blackboard calendar located in the front foyer should contain all events and times within the month. This should be updated the last week of the month, to the next month.

### **Website**

All materials posted on the website must be accessible compliant. Any documents uploaded to the website must be tagged for accessibility. The website will be maintained by the Librarian Assistant I (programs coordinator) and the C.E.O. All programs should be posted in a timely fashion, descriptions on the events page and also on the Events Calendar. All relevant information should be included with a detailed description.

### **Social Media**

Social media has become the most common tool for marketing/communications. The GVPL presently has an Instagram account: [grandvalley\\_publiclibrary](#) and a Facebook account: [facebook.com/GrandValleyPublicLibrary](#). These social media accounts promote/inform the community of on-going programs, events, news and resources at the library. Community engagement has also become a very important part of social media.

### **Media**

**Advertising:** Eg. Newspaper, magazine ads. Cost vs outcomes should be considered and should stay within the confines of the budget. Free events posting should be used whenever possible. Events posting, Eg. Book sale, may be done by Senior staff

**Media Releases:** News releases on all significant GVPL initiatives and achievements are the responsibility of the CEO. Library Board Members should receive a timely copy of all releases. The GVPL has a Media Policy.

## **Communications**

**Internal Communications:** Monthly Staff meetings to ensure staff are knowledgeable and informed about upcoming events and programs. Monthly Staff meetings to assist in developing staff involvement in the long-term goals and visions of the Strategic Plan 2022-2025.

**Board Orientation Information:** The CEO is to provide new Library Board members an introduction to the library, its facilities and staff. A Kit will be prepared for each Board Member before their first board meeting. An outline of information to be included in the kit is included in the Board Governance Policy. This shall include the previous Library Board's legacy document.

**Council Orientation:** Develop orientation information for Council members, to be provided every four years at election time. This shall include the previous Library Board's legacy document. This is the responsibility of the CEO and Board Members.

**Revised/Approved: June 2024**

**Revised/Approved: September 2023**

**Revised/Approved: September 2022**

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**Next scheduled Review: June 2024**