

# Memo

**To:** Montana State Library Commission

**From:** Jennie Stapp, State Librarian

**Date:** March 27, 2019

**Re: Powering MT Public Awareness Campaign Final Report**

Banik Communications provided the following summaries of the services they provided under the Powering MT public awareness campaign contract. The State Library has received many accolades for the campaign. For example, ImagineIf Libraries Foundation Executive Director, Charlotte Housel, told staff she regularly turns to the content created through the campaign when meeting with donors. Additionally, through the paid radio spots, the State Library created a positive working relationship with the Northern Ag Network. They are interested in continuing to highlight the work of libraries. For example, Erin Fashoway was interviewed about the Montana Land Information Act Grant program to promote the open grant application period.

The campaign content will continue to be available through the Montana Library Association website. Staff continue to encourage the Montana Association of Geographic Information Professionals to make use of relevant content as well. State Library staff will evaluate how to continue the gains made through the campaign into the future.



# Montana State Library

## Evaluation Report: Earned Media

Essential Information Services Awareness Campaign

**March 6, 2019**

Prepared for: Jennie Stapp, State Librarian  
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## News Coverage and Media Relations

News articles help add credibility to an awareness campaign, reinforcing the advertising and other messages through in-depth explanation and factual support. News coverage is especially important for audiences of policy makers. Further, when many news stories have a long-term life online, news articles also add to a campaign’s search success and longevity—as well as social media content.

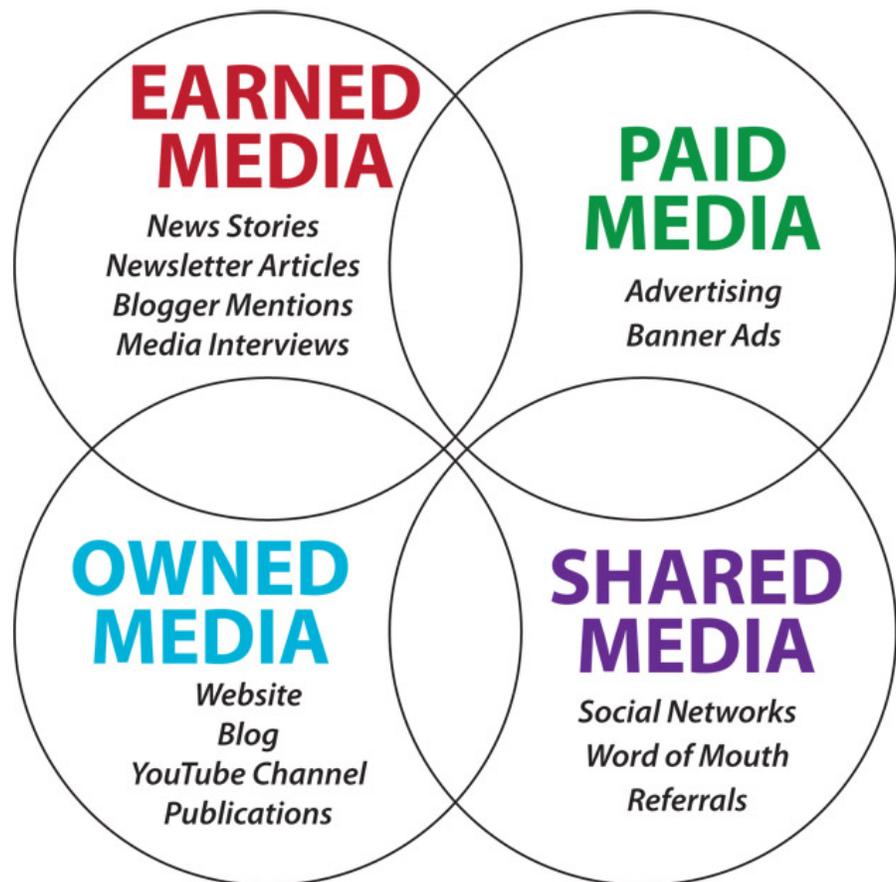
The accepted model for today’s marketing communications is the integration of four marketing channels. Each of these, working together, elevate the position and reach of your online presence, frequency of message exposure, audience retention, and “customer” conversion.

Earned media was planned for the Information Powers Growth campaign to give expanded expression to what was being communicated through online banner ads, radio advertising, the landing page, YouTube channel and Facebook page.

### The Earned Media Strategy

Montana’s weekly newspapers provide an effective method of reaching the state’s rural audiences—one of our primary targets. In many rural areas, local newspaper and radio are trusted sources for what is going on in the community.

In both urban and rural areas, many libraries already have a relationship with their local media outlets, for events or a program calendar, if nothing else.



Thus, the plan was implemented for a news article “template” to be created and made available to library directors and librarians. The local libraries would customize the news

release for their communities and contact local news outlets to get coverage for the campaign.

A sample radio interview, media guide, and several samples of Letters to the Editor were also provided. Librarians and library board members were urged to use the materials—and to call designated media contacts if they needed help.

Relatively little coverage resulted.

FOR IMMEDIATE RELEASE  
November 14-30, 2018

Contacts:  
[Regional/Federation-wide contact Name, title, organization; email; phone (office/mobile);  
Local library director of board chair, Name, title, organization; email; phone (office/mobile)]

### **Information spells growth in Montana communities**

\_\_\_\_\_ - Libraries have always been first-line resources for information. This point is true in the 21<sup>st</sup> century more than ever. Public trust in other information sources may be declining, but librarians remain the second-most trusted professionals, next to nurses.

Libraries connect people with what they need to know to improve their lives. To find tools and resources to pursue entrepreneurship, train and apply for a job, or identify and expand economic opportunities—ask a librarian.

Across Montana, 117 public libraries and 191 librarians support entrepreneurship by providing assistance with business plans, business services and research.

[REPLACE WITH A LOCAL FACT AND PERSON HERE]

"A Google search of how to write a business plan yields 918,000 results. What we can provide is more personal, more direct, and includes local resources that make a big difference to a small business," says Great Falls librarian Susie McIntire.

Montana has more entrepreneurs per capita than any other state. Ten percent of Montanans own a business as their main job, compared to six percent of Americans. Approximately 3,400 Montanans start a business each month; more than half are still going five years later. The author of a [2018 report on entrepreneurship in Montana](#), University of Montana economist Bryce Ward, founder of ABMJ Consulting, says information is critical.

"To get from idea to launch, budding entrepreneurs need to evaluate their idea, learn what it takes to start a business, and develop their product or service. Information resources are vital to helping people through this process."

[EDIT OR REPLACE WITH LOCAL INFORMATION/PROGRAMS]

Public libraries in Montana are seeing a surge in services to help people fill out job applications or learn to write a resume. Exam proctoring by librarians has increased as enrollment in online courses has gone up. Significantly, libraries are adding programs and partnerships to offer workforce development.

"Libraries can be a catalyst in connecting with businesses for technical and job skills training. A library is a space where we develop future workers for Montana's economy," explains Gavin Woltjer, director of the Billings Public Library.

Library information services are also a vital resource for local governments and nonprofits. Jason Rittal with the Montana Association of Counties is the former Eastern Plains Economic Development director and advisor for Fallon County. He emphasizes the need for information people can bank on.

"Information is key to recruiting any kind of business, deciding how to develop infrastructure, recruiting employees, and more. Reliable, current, and authoritative information is critical to investment decisions. Services utilized by libraries and maintained by the state library are accessed by community and economic developers every day."

A direct connection can be seen between Montana libraries and support for new business and new workers. Libraries fill a critical role in helping communities thrive in the age of information and technology. Nonetheless, libraries are vulnerable. A new campaign asks for support to raise awareness among legislators and policy makers that libraries are not just books—they're economic incubators. More information is available @InformationPowersMT—or the library.

Although some letters to the editor, radio interviews or online-only announcements may have been overlooked, news clippings that turned up in tracking services in November, December and January were limited to:

- *Billings Gazette* Letter to the Editor
- News article in *Cascade County Courier*
- News article in *Blaine County Journal*
- Front Page News Article in the *Ravalli Republic*

**Billings Gazette**

OPENS  
Get ready for Billings craft festival

All things...  
Big hunting season at...  
...the Yellowstone border

**Dec 11**  
**2018**  
**Page A06**  
Clip resized 76%

diapers and beer cans roll down the street.

This is the worse idea yet! Call your City Council members now.

**Marion Dozier**  
**Billings**

**Library serves entrepreneurs**

Public libraries are more than just a place for books. As romantic as this notion can be, it does a disservice to public libraries to think of us in this very limiting capacity. Today's public libraries are dynamic in their programmatic offerings, use of space, services to the public, access to technology, and, yes, the collections. But one service not often associated with public libraries is being a place for workforce and economic development.

The Billings Public Library strives to be a meaningful partner in our community to help with this exact endeavor. By collaborating with existing partnerships,

the Billings Public Library helps train future workers in the Yellowstone Strengths Academy, a program created to address identified specific needs of employers in our community. And we are only just beginning to understand how we can continue to help grow our economy and strengthen our workforce. While we are not subject experts, we are experts in helping entrepreneurs find information about how to start a business, and are eager to use our skills as information specialists to help our community grow and thrive in the digital age.

Montana has more entrepreneurs per capita than any other state. Ten percent of Montanans own a business as their primary job compared to just six percent of the rest of the U.S. population. In Montana, 3,400 people start a business each month — over 50 percent of these businesses are still going strong five years later. Let us know how we can help you.

**Gavin Woltjer**  
**Billings**



Dec  
19

2018

Page  
A03

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# Libraries foster growth in Montana communities

## RAVALLI REPUBLIC

Libraries have always been first-line resources for information. This point is more true in the 21st Century than ever. Public trust in other information sources may be declining, but librarians remain the second-most trusted professionals, next to nurses.

Libraries connect people with what they need to know to improve their lives. To find tools and resources to pursue entrepreneurship, train and apply for a job or identify and expand economic opportunities, just ask a librarian. Across Montana, 117 public libraries and 191 librarians help their communities with job seeking, accessing technology and continuing education through exam proctoring.

Despite the loss of state aid funding in 2017, which was a considerable blow to the

*See **LIBRARIES**, Page A5*



# Ravalli Republic

Dec 19

2018

Page A07

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From A03

## Libraries

Continued

Bitterroot Public Library as operational costs remained the same or faced increases, the libraries continue to try to provide the best service they can to their communities in challenging times.

Mark Webberington, director of the Bitterroot Public Library, said that last year when the Bitterroot Job Service office closed locally, people looking for employment came to the library to use computers to create resumes and fill out online applications.

"Our staff was ready to help and we put links to the Job Service website on the desktops of our computers to help even easier for people who weren't familiar with computers to connect to job opportunities," Webberington said.

Montana has more entrepreneurs per capita than any other state. One in 10 Montanans owns a business as their main job, compared to 9 percent of Americans nationally. Approximately 3,400 Montanans start a business each month; more than half are still going five years later. Libraries have a wealth of resources to help small business owners and entrepreneurs.

Jeremy Weaver, owner of Kaitiles, a food truck and catering business in Hamilton, said he depends on the library for his business.

"As a small business owner in a rural community, the library has been a great resource for everything from instructional books on accounting, to getting inspiration from cookbooks, to using the internet for social media marketing and research," Weaver said. "Having the ability to bring by and print off a menu for potential clients is crucial."

In addition to helping with job searches and facilitating small business growth, more proctoring by libraries has also increased in recent years as enrollment in online



Mark Webberington, director of the Bitterroot Public Library, said libraries continue to meet needs after cuts but additional funding would boost services.

courses has gone up. The Bitterroot Public Library provides proctoring services by appointment during open hours and many students take advantage of this service. Proctoring at public libraries allows members of the community to expand academic opportunities through online courses and exams at all levels of learning.

Neman Koddy, public services librarian, said, "Of the 35 exams taken by students this year, four were for professional licensing with the Mobile Electronics Certified Professional Program, enabling journeymen to get their electrician's license."

Other examples include the Montana State Academic and Technology Outreach Program, providing distance learning credit toward college degrees; students associated with Brigham Young University, expanding their academic opportunities while in middle school and high school; a high school student taking an online Korean course as his local school did not offer this language option, and a homeschooled student taking top-level math classes.

Webberington said one library patron shared about the importance

of the Bitterroot Public Library and the Darby Community Public Library in helping him achieving an Associate's Degree towards a new career path after he became unemployed in 2014. He cited the quiet welcoming environment; access to plug-ins and jacks for his computer and the availability of medical tests, periodicals and other research materials.

Library information services are also a vital resource for local governments and nonprofits.

Partnering with the Montana Association of Counties is the former Eastern Plains Economic Development director and advisor for Pullen County in eastern Montana, emphasized the need for reliable information.

"Information is key to recruiting any kind of business, deciding how to develop infrastructure, recruiting employees and more," Rittal said. "Reliable, current, and authoritative information is critical to investment decisions. Services offered by libraries and maintained by the state library are accessed by community and economic developers every day."

As an effort to help serve nonprofit groups in the community, the Bitterroot Public Library offers access to Inside

Philanthropy, an online resource used by many nonprofit groups to research best practices, find out about grants and see what is working for other organizations.

Webberington explained that the resource is often seen as too expensive for many small nonprofits, despite its wealth of information.

"The library purchased a subscription, using cost savings from eliminating subscriptions to magazines that were no longer used frequently, as an experiment to see if there would be a benefit to providing access to the entire community of nonprofits, so they all could use it without having to spend their limited budgets on it," Webberington explained.

While libraries provide these services, as well as the materials and programs that people are more familiar with — such as story times for children, book discussion groups for adults, and the checkout of DVDs and books, funding for libraries has taken a hit in recent years, with the loss of state aid in 2017 being the most drastic loss.

Operational costs have risen and the Bitterroot Public Library has been able to use donations to make up the difference. A direct connection can

be seen between Montana libraries and support for new business and new workers. Libraries fill a critical role in helping communities thrive in the age of information and technology. Nonetheless, libraries are vulnerable. A new campaign asks for support to raise awareness among legislators and policy makers that libraries are not just books — they're economic incubators.

More information is

available at [www.mtlib.org/infogovernor](http://www.mtlib.org/infogovernor) or the library.



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The *Ravalli Republic* article was also picked up by the MATR newsletter. The Montana Associated Technology Roundtables (MATR) sends out an email newsletter three times a week to a very large subscriber audience of Montanans interested in business, technology and economic development. This inclusion greatly aided the exposure of the campaign message. The quality of the news article and the effort by the Bitterroot Public Library enhanced the statewide impact of this single news item.

News

# Libraries foster growth in Montana communities

December 19, 2018 / No Comments

MATR Sponsor



The Montana Governor's Office of Economic Development is the state's lead organization to help businesses succeed in our state.

"As a small business owner in a rural community, the library has been a great resource for everything from instructional books on accounting, to getting inspiration from cookbooks, to using the internet for social media marketing and research," Weaver said. "Having the ability to swing by and print off a menu for potential clients is crucial."

Information Powers Growth: <http://www.mtlib.org/infopower/>

[Click here to read the story.](#)



MATR Supporters



Big Sky EDA - Building Businesses and Creating Jobs in the Greater Billings, Montana area



Dec 20 2018 Page 15 Clip resized 78%

Cascade Courier

## THE CASCADE COURIER

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increased as enrollment in online courses has gone up. Significantly, libraries are adding programs and partnerships to offer workforce development. Wedsworth Library offers technology training for computers, help with accessing unemployment and tax services as well as access to job training services and online classes.

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Library information services are also a vital resource for local governments and nonprofits. Jason Rittal with the Montana Association of Counties is the former Eastern Plains Economic Development director and advisor for Fallon County. He emphasizes the need for information

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# SUBSCRIBE



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## Blaine County Library

Libraries Change Lives

Mon. and Wed. 12 p.m.-7 p.m. • Tues. and Thur. 10 a.m.- 6:00 p.m.

Friday 12:00 p.m. to 5:00 p.m. • Story Time Tuesdays 10:30 a.m.

Hallmark Movie Wednesdays 1:00 p.m.



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There is always something going on at the library. Check us out on Facebook or look us up on our website at <http://www.blainecountylibrary.org> for up to date information about what's going on!

## Newsletters

As part of the Earned Media/Public Relation materials developed for the campaign, three sample newsletter articles of varying length were created and uploaded to the campaign resource web page.

Tracking the use of newsletter articles was not as readily practical as the newspaper clips. However, in addition to the news link in the MATR newsletter, other partners reported utilizing campaign newsletter articles in their own monthly publications. These included:

- Montana Economic Developers Association
- Montana Chamber of Commerce

- Montana Association of Realtors
- City of Billings

With the exception of Billings, each of these organizations has an extensive membership in every part of the state.

Tracking radio interviews is also problematic, and we may have gotten more local coverage than we know. Here's an indication from Billings Public Library Director Gavin Woltjer:

“Also, another article touching upon this subject will be published in the City’s newsletter that goes in the *Billings Gazette* before the end of the year. I did reach out to the list of emails you provided. There was decent feedback from that group. What future partnerships will come of this remains yet to be seen. I have also reached out to State Representatives and Senators in my area sharing this information. I am meeting with three different elected officials in the next few weeks to discuss this more. Overall, I think the message is being disseminated and enthusiastically received. Finally, I did an interview for 730 AM radio about the Library as a place of workforce and economic development on Nov. 29<sup>th</sup>.”

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## Conclusions

Due to the 2018 election cycle, the campaign launch was timed to follow the General Election. The effort then extended into the holiday season which may have been a busy time for librarians. It may also be possible that media relations was a task that took local librarians out of their comfort zone. If training in media relations has not been offered to librarians in the past, perhaps it is something to consider.

The good news is that the diverse materials developed for this campaign can continue to be utilized by libraries and library partners; they can choose their own time to get their message into their communities. This is not a one-and-done effort; now that the messages have been framed, they should continue to be promoted locally.

Support on the public relations/media relations side would have been desirable from partner organizations like the Montana Library Association and the Montana Association of Geographic Professionals. Their own news releases could have added considerably to the conversation about information services that foster growth in Montana communities. Unfortunately, the positions of marketing communications person were apparently vacant for both of these organizations during 2018. It is hoped that the Montana State Library will continue to work with these and other organizations to coordinate effective messaging for essential information services—and increase the number of authoritative voices speaking up for Information Powers Growth.

In future campaign planning, a statewide release from the Montana State Library (or a partner organization) should be considered, as well as the customizable local release. The opportunity to get television coverage, articles in major dailies or the Lee newspaper chain, and statewide radio should be maximized.

In spite of achieving less news coverage than hoped for, the materials created for the campaign did appear to be employed effectively—even if it was more often one-on-one with policy-makers and other community influencers.



# Montana State Library

## **Evaluation Report: Facebook and Boosted Posts**

A Discussion of Facebook Activity (and YouTube Views)  
for the Essential Information Services Awareness Campaign

**March 6, 2019**

Prepared for: Jennie Stapp, State Librarian  
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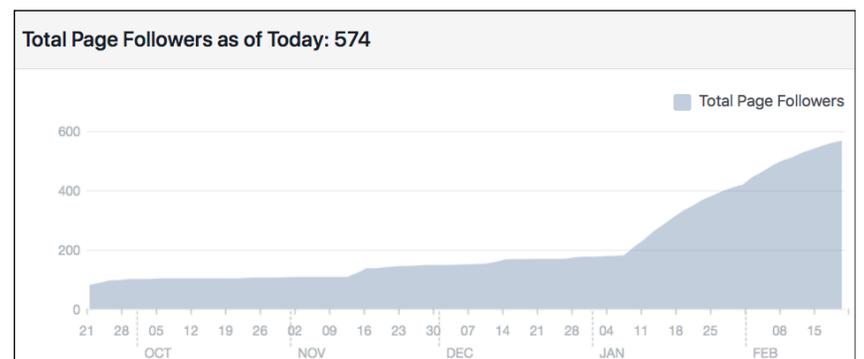
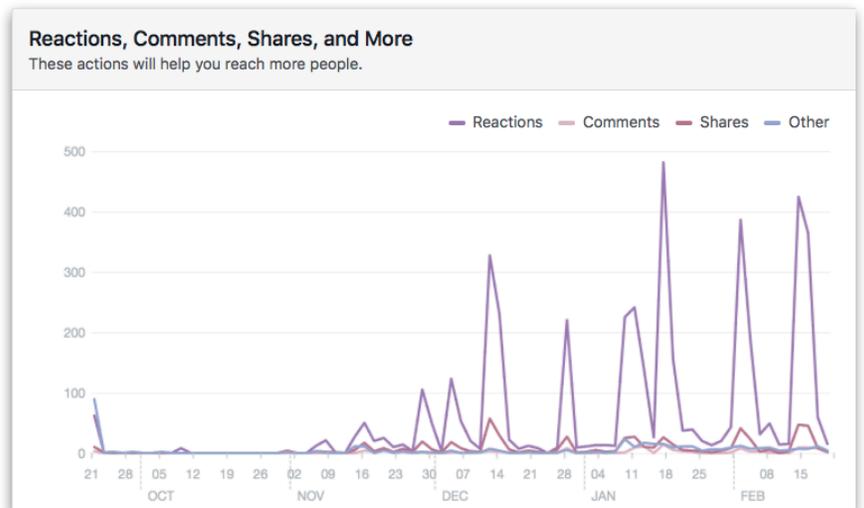
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A Facebook page specifically dedicated to the Essential Information Services Awareness Campaign was developed September 20-21, 2018 in collaboration with the Montana State Library. This report is an overview of the activities and audiences of the **Powering MT** Facebook @InformationPowersMT page for the five months between September 21, 2018 and February 21, 2019.



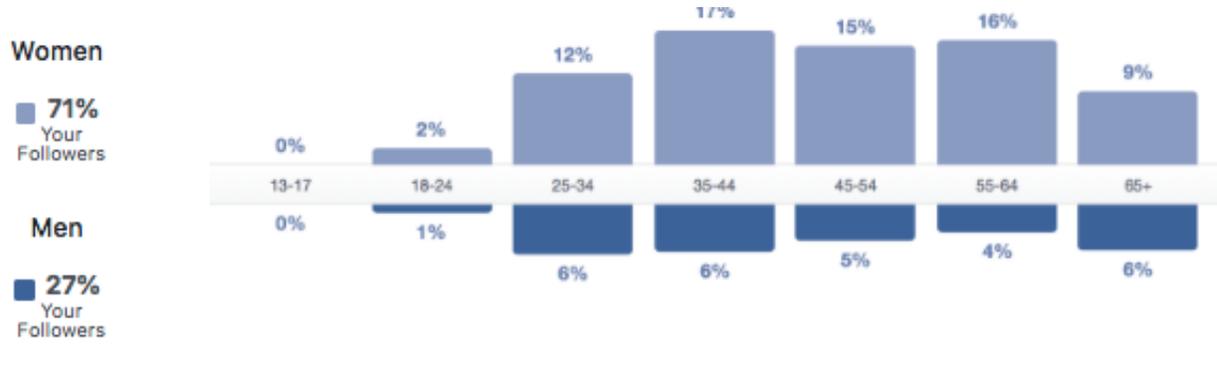
As of Feb. 21, the page had accumulated 574 Followers and 566 Likes. [610 followers and 601 likes by Feb. 25, 2019; 659 “likes” and 667 followers by March 5, 2019] These numbers have shown their best growth rate since the beginning of the paid Facebook advertising on January 8. A combination of paid Facebook ads and boosted posts resulted in the most dramatic increase between early January 2019 and today.



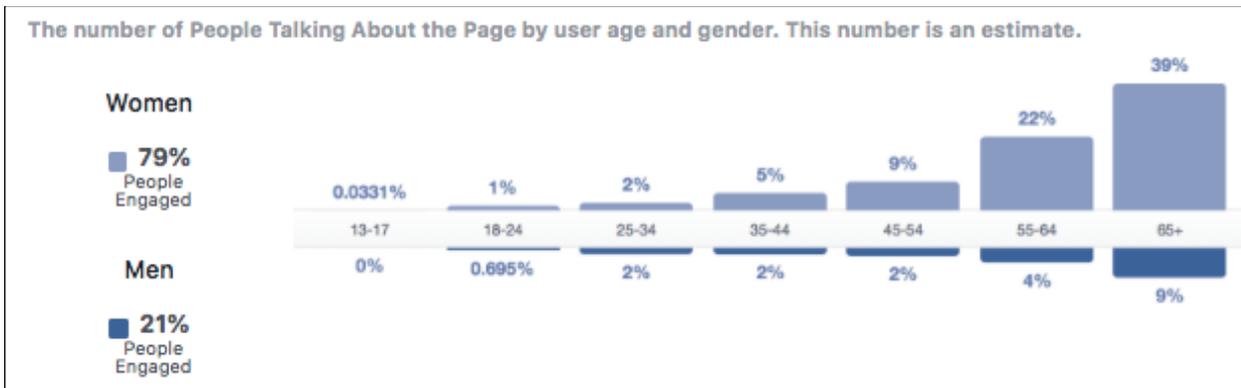
While the ads fostered audience growth in the form of “Likes,” the boosted posts increased engagement, driving reactions, comments and shares. The gender split for the Powering MT page is heavily skewed towards female Facebook users, as

shown in the graphs generated through the page's "insights." The highest engagement is among adult women age 55 plus.

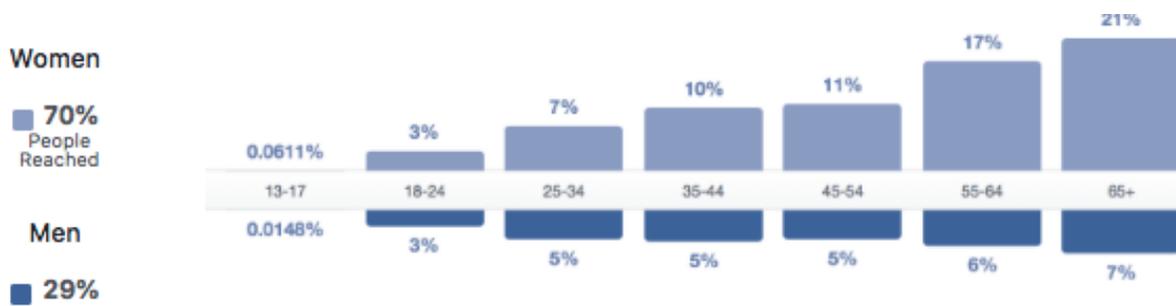
### Followers



### People Engaged

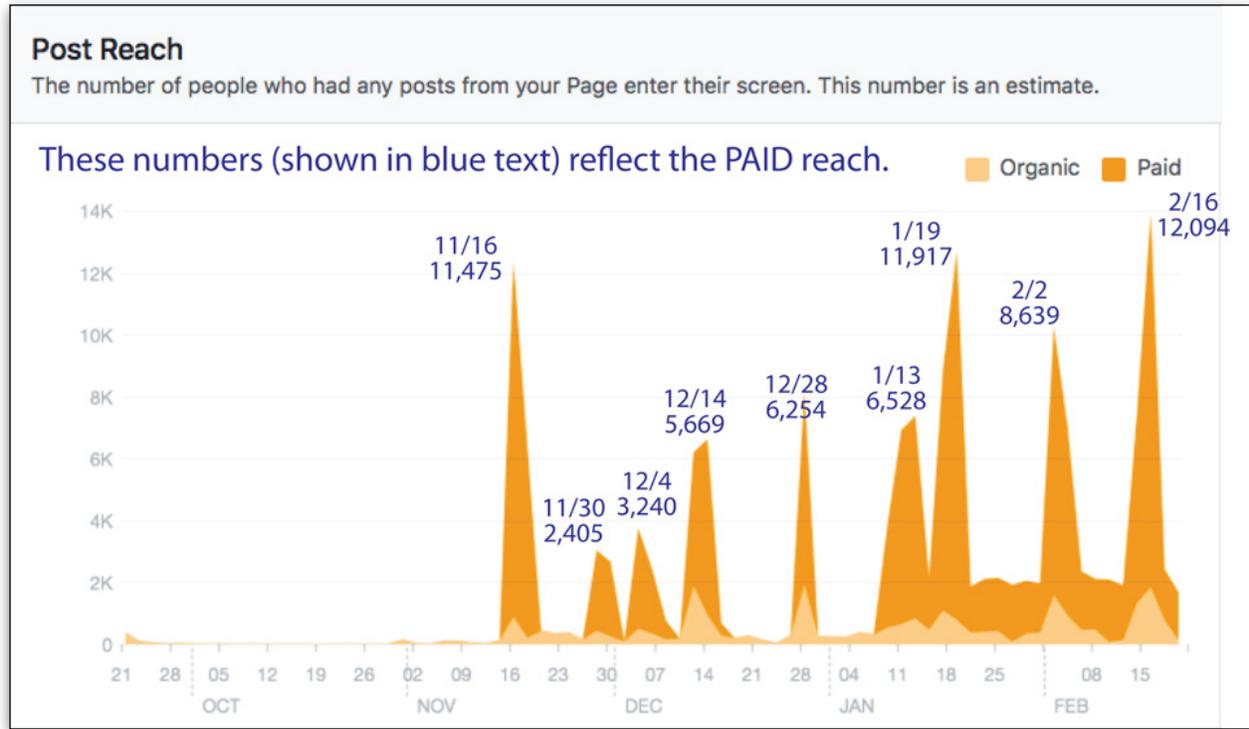


### People Reached



## Post Reach

The graph for Post Reach shows the total estimated number of people reached with the page's posts—users who had content from Powering MT show up on their screen.



These two results shown by Facebook (at right) represent the performance of the page during the final week and month of Facebook boosted posts.

### Your Page Insights Summary for Powering MT

January 22 - February 18

**53K**

Post Reach

+8%

**5.7K**

Post Engagements

+19%

**213**

New Page Likes

+13%

## Boosted Posts

A series of posts were crafted to feature campaign topics. The posts linked to individual videos on the campaign YouTube channel. The boosted posts dramatically increased the post reach for a relatively modest investment.

The duration and budget for each boosted post was adjusted for an overall mix that also allowed dollars for paid Facebook advertising (see the Paid Media Evaluation Report).

### Post Reach

February 14 - February 20

**30,741**

People Reached ▲ 220%

Posts were also geographically targeted to optimize the use of available budget. When looking at the reach numbers, it must be noted that none of the boosts were directed at the entire pool of Montana adults with an active Facebook account.

### Boosted Post Schedule

- #1 Jamie Ford – November 15 - 18, 2018
- #2 Tom Kohley – November 28 - December 1, 2018
- #3 Jason Rittal – December 4 - 7, 2018
- #4 Sarah Calhoun – December 12 - 15, 2018
- #5 Gavin Woltjer – December 27 - 28, 2018
- #6 Heather Dickerson – January 10 - 12, 2019
- #7 Stacey Moore- Sonya Woods – January 17 - 20, 2019
- #8 Jamie Ford II – February 1 - 4, 2019
- #9 Sarah Calhoun II – February 14-17

The results shown in these screen grabs (most recent to oldest) reflect the paid reach. When organic (unpaid) reach is added, the overall numbers of people reached were significantly higher.

	<p><b>Boosted Post</b>            "I think libraries are taken for granted in many w...            Promoted by Heather Burcham on Feb 14, 2019            Completed</p>	<p><b>18,601</b>            People Reached</p>	<p><b>1,848</b>            Post Engagement</p>
	<p><b>Boosted Post</b>            "It is vitally important that we keep these space...            Promoted by Heather Burcham on Jan 31, 2019            Completed</p>	<p><b>19,124</b>            People Reached</p>	<p><b>2,094</b>            Post Engagement</p>
	<p><b>Boosted Post</b>            "Over half of Montanans have a library card. It d...            Promoted by Heather Burcham on Jan 17, 2019            Completed</p>	<p><b>17,144</b>            People Reached</p>	<p><b>1,123</b>            Post Engagement</p>
	<p><b>Boosted Post</b>            "One of the ways the library is contributing to th...            Promoted by Heather Burcham on Jan 9, 2019            Completed</p>	<p><b>16,768</b>            People Reached</p>	<p><b>1,514</b>            Post Engagement</p>

	<p><b>Boosted Post</b></p> <p>"Libraries of the 21st century act as a catalyst f...</p> <p>Promoted by Heather Burcham on Dec 27, 2018 Completed</p>	<p><b>9,402</b> People Reached</p>	<p><b>732</b> Post Engagement</p>
	<p><b>Boosted Post</b></p> <p>"Libraries are truly a cornerstone of a communit...</p> <p>Promoted by Heather Burcham on Dec 12, 2018 Completed</p>	<p><b>13,531</b> People Reached</p>	<p><b>1,423</b> Post Engagement</p>
	<p><b>Boosted Post</b></p> <p>"Information is key to recruiting any kind of busi...</p> <p>Promoted by Heather Burcham on Dec 4, 2018 Completed</p>	<p><b>8,113</b> People Reached</p>	<p><b>711</b> Post Engagement</p>
	<p><b>Boosted Post</b></p> <p>"For me, the Library has been invaluable for bei...</p> <p>Promoted by Heather Burcham on Nov 28, 2018 Completed</p>	<p><b>7,069</b> People Reached</p>	<p><b>573</b> Post Engagement</p>
	<p><b>Boosted Post</b></p> <p>"I probably wouldn't be where I am now, as an a...</p> <p>Promoted by Heather Burcham on Nov 16, 2018 Completed</p>	<p><b>24,823</b> People Reached</p>	<p><b>323</b> Link Clicks</p>
	<p><b>Boosted Post</b></p> <p>"I probably wouldn't be where I am now, as an a...</p> <p>Promoted by Heather Burcham on Nov 15, 2018 Completed</p>	<p><b>9,056</b> People Reached</p>	<p><b>6</b> Messaging Convers...</p>

*[The first boost, Jamie Ford's first quote, is shown in two parts because it was stopped to allow us to reset a messaging function.]*

This December boost of Sarah Calhoun's quote (at right) had an organic reach of more than 3,000 people.

The second boosted post for a Sarah Calhoun quote—two months later—had an organic reach of 5,643.

The increased engagement shown in the final boosts of the campaign are in part a representation of the larger Follower audience for the page. As the number of "likes" built up, the page had a larger group of persons potentially likely to engage with a post.

**Powering MT**  
 Published by Jaylene Swanson [?] · December 12 at 7:00 AM · 🌐

"Libraries are truly a cornerstone of a community—a great resource for any small business startup or continuing business."~Sarah Calhoun, Founder of Red Ants Pants #LibrariesPowerMT

Click here to view Sarah Calhoun's video and more.  
<https://www.youtube.com/.../UCoQ8RHYFU2AYNa8LEI4jbbg/playlists>



**Powering MT** Learn More  
 Public & Government Service

**16,631** People Reached      **1,282** Engagements      Boost Again

Boosted on Dec 12, 2018 By Heather Burcham      Completed

People Reached	<b>13.5K</b>	Post Engagement	<b>1.4K</b>
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[View Results](#)

👍❤️👏 774      9 Comments 108 Shares

**Powering MT**  
 Published by Jaylene Swanson [?] · February 13 at 3:30 PM · 🌐

"I think libraries are taken for granted in many ways. There is a lot of work behind the scenes that goes into keeping them alive and well-sustained. Libraries are an important element both for kids in education and for a community and its businesses to thrive." ~Sarah Calhoun, Founder of Red Ants Pants #LibrariesPowerMT

Click below to view Sarah Calhoun's video and more:  
<https://www.youtube.com/.../UCoQ8RHYFU2AYNa8LEI4jbbg/playlists>



**Powering MT** Learn More  
 Public & Government Service

**24,243** People Reached      **2,110** Engagements      Boost Again

Boosted on Feb 14, 2019 By Heather Burcham      Completed

People Reached	<b>18.6K</b>	Post Engagement	<b>1.9K</b>
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[View Results](#)

👍❤️👏 1.2K      25 Comments 154 Shares

**Powering MT**  
 Published by Jaylene Swanson [?] · January 17 · 🌐

"Over half of Montanans have a library card. It doesn't matter whether you're rich, poor, or a farmer or businessman. You have access. It's the one thing we all share." ~Stacey Moore, Fallon County Library

Click here to view Stacey Moore's video and more:  
<https://www.youtube.com/.../UCoQ8RHYFU2AYNa8LEI4jbbg/playlists>



**Powering MT**  
 Public & Government Service [Learn More](#)

<b>20,919</b> People Reached	<b>1,644</b> Engagements	<a href="#">Boost Again</a>
---------------------------------	-----------------------------	-----------------------------

Boosted on Jan 17, 2019  
 By Heather Burcham Completed

People Reached	<b>17.1K</b>	Post Engagement	<b>1.1K</b>
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[View Results](#)

👍👎👤 764 22 Comments 71 Shares

**Powering MT**  
 Published by Jaylene Swanson [?] · January 9 · 🌐

"One of the ways the library is contributing to the community is by providing young people with the resources they need to grow into healthy, contributing, productive adults."  
 ~Heather Dickerson, Teen Services Librarian, Lewis & Clark Library

Click here to view Heather Dickerson's video and more:  
<https://www.youtube.com/.../UCoQ8RHYFU2AYNa8LEI4jbbg/playlists>



**Powering MT**  
 Public & Government Service [Learn More](#)

<b>19,097</b> People Reached	<b>1,357</b> Engagements	<a href="#">Boost Again</a>
---------------------------------	-----------------------------	-----------------------------

Boosted on Jan 9, 2019  
 By Heather Burcham Completed

People Reached	<b>16.8K</b>	Post Engagement	<b>1.5K</b>
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[View Results](#)

👍👎👤 Rachel Dombach, Carrie Welch and 902 others 11 Comments 71 Shares

**Powering MT**  
 Published by Stefanie Brown [?] · November 16 at 12:41 PM · 🌐

"I probably wouldn't be where I am now, as an author, without the public library."  
 ~ Jamie Ford, Best Selling Author  
 #LibrariesPowerMT



YOUTUBE.COM  
**Powering MT**  
 Montana's librarians and geographic information... [Learn More](#)

**24,498** People Reached      **466** Engagements      [Boost Again](#)

Boosted on Nov 16, 2018 By Heather Burcham      Completed

People Reached	<b>24.8K</b>	Link Clicks	<b>323</b>
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[View Results](#)

👍❤️😄 Jean Louise, John Rittel and 86 others      6 Comments 17 Shares

**Powering MT**  
 Published by Jaylene Swanson [?] · January 31 at 3:00 PM · 🌐

Itally important that we keep these spaces (libraries) ple....And we sustain them for the betterment and health, and eing of the society that surrounds them." ~ Jamie Ford, Best y Author #LibrariesPowerMT

elow to view Jamie Ford's video and more:  
<https://www.youtube.com/.../UCoQ8RHYFU2AYNa8LEI4jbbg/playlists>



**Powering MT** [Learn More](#)  
 Public & Government Service

**25,773** People Reached      **2,274** Engagements      [Boost Again](#)

Boosted on Jan 31, 2019 By Heather Burcham      Completed

People Reached	<b>19.1K</b>	Post Engagement	<b>2.1K</b>
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[View Results](#)

👍❤️😄 Dave Whitney, Enid Ikeda and 1.3K others      19 Comments 201 Shares

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## Summary and Recommendations

Use of Facebook was a cost-effective strategy for this campaign. The combined tactics of boosted posts and paid Facebook ads worked to establish a good foundation for the Powering MT Facebook page as a tool for continuing connection to supporters—and use as a media channel for paid communications.

As a paid sponsorship, boosted posts put your message in front of a lot of different types of adults—it's not something they opt into except in the general sense of being a Facebook user. There is always a risk of controversy or rebuttals. However, the great majority of comments received on the page were highly positive. A lot of people who chose to comment are people who value their community library (or librarian).

“Likes” and Followers on the page have continued to build steadily. The campaign appears to have an engaged community of people that is growing. The momentum needs to be maintained even after the advertising comes to an end.

The Montana State Library and its partners must continue to populate the campaign page with fresh, relevant content on a daily basis. This may be challenging as the MSL has its own social media accounts to manage, but it is critical that Powering MT is kept active and interesting to continue to gain momentum.

- Boosted posts can be used by the Montana State Library to continue to add reach.
- Short, personal video content from champions, influencers and business leaders could add appeal and encourage shares.
- Interaction with Montana libraries should be continually encouraged. Increased mutual sharing of posts could help highlight the broad and diverse spectrum of both library programs and the people who rely on libraries.
- MSL could request that select libraries with adept social media managers provide a post on the Powering MT Facebook page once a month.
- Views for the videos should continue to be promoted on Facebook through occasional posts with links.

Mutual sharing with partners and organizations with similar goals should also continue. The list of the Powering MT page's “Likes” provides some potential pages to share posts from, in the hope of building a reciprocative relationship. Some of these provide excellent resources for content shares consistent with the messages of *Information Powers Growth*. Others, outside of what we might call the library community, offer opportunities to reach an audience of library non-users.

- Montana Association of Realtors @MontanaRealtors
- Montana Association of Geographic Information Professionals @magip.mt
- Montana 4-H (@montana4h)
- REAL Montana (@REALMontana)
- MSU Extension (@msuextension)
- Montana Association of the Deaf (@mtdeaf)
- The Montana Speech-Language Hearing Association
- Montana Association for the Blind (@montanablind)
- Montana School for the Deaf and the Blind (@MTSBD)
- Montana Association of Counties (@<https://www.facebook.com/pages/Montana-Association-Of-Counties/328598283846065>)
- Montana Homeschool Association (@MontanaHomeSchool)
- Northern Ag Network (@NorthernAgNetwork)
- The Ag Information Network (@[Aginfo.net](http://Aginfo.net))
- Montana PBS (@MontanaPBS)
- Montana State Library (@MontanaStateLibrary)
- Montana State Library-Geographic Information (@MontanaStateLibrary.GeographicInformation)
- Montana Economic Developers Association (@MEDAMembers)
- Montana Small Business Development Centers (@MontanaSBDC)
- Montana Business (@Montana Business)
- Montana Business Assistance Connect (MBAC) (@mtbusinessassistance)
- Made in Montana (@MadeinMontanaUSA)
- Montana FFA Association (@mtffa)
- Montana Library Association (Public Group)
- The Library of Congress (@libraryofcongress)
- National Library Service for the Blind and Physically Handicapped (@ThatAllMayRead)
- EveryLibrary (@EveryLibrary)
- Association for Rural and Small Libraries (@ARSLpage)
- American Indian Library Association (@ailanet)
- American Library Association (@AmericanLibraryAssociation)
- Public and academic libraries in Montana

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## YouTube and Video Views

The Powering MT YouTube channel had 25 subscribers as of the date of this report. Video views appeared to accumulate at a slow and steady pace over the period from the first week of November 2018 to the end of February 2019. Some videos had the number of views jump during a boosted post. The first boosted post in mid-November increased views of the Jamie Ford video from 47 to 242. The Rural Librarians video garnered 76 views on YouTube when it

was boosted in January. The Sarah Calhoun video, which went from 317 views in early February to 384 by med-February after a post linking to her video was boosted February 14-17.

One of the strongest performing videos from the outset was the Tom Kohley geographic information video. It rolled up hundreds of views organically almost immediately, most likely through sharing with his own network. Another standout for organic views was the OverHere Consulting video which racked up lots of views on YouTube and Facebook without a boosted post associated with it.

Views for the videos were tallied separately by the two networks—YouTube and Facebook. A boosted post (or a shared post) might increase the views on Facebook dramatically, without a similar effect on YouTube. This result was not consistent or predictable, however.

Video Subject	Upload Date (2018)	Powering MT YouTube Views February 26, 2019 1 pm	Powering MT Facebook Views February 26, 2019 1 pm	Total Views
Jamie Ford	November 6	404	90	494
Tom Kohley	November 6	301	263	564
Sarah Calhoun	November 6	384	383	767
Jason Rittal	November 6	141	240	381
Gavin Woltjer	November 6	137	29	166
Heather Dickerson	November 6	169	4	173
OverHere Consulting	November 6	155	225	380
Rural Librarians	November 15	227	2	229
MBAC	December 5	73	1	74
Ken Wall	December 11	79	4	83
<b>TOTAL VIEWS TO DATE</b>				<b>3,311</b>

Submitted by:

Randi Szabo  
 Stefanie Brown  
 Jaylene Swanson  
 Heather Burcham





# Montana State Library

## **Evaluation Report: Information Powers Growth Web Presence (Landing Page)**

Essential Information Services Awareness Campaign

**March 6, 2019**

Prepared for: Jennie Stapp, State Librarian  
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The logo for Banik Communications, featuring the word "banik" in a bold, lowercase, sans-serif font. The letter "i" has a small square dot below it.

## Website Analytic Report

As the Montana State Library (MSL) Information Powers Growth campaign prepared to launch across the state of Montana, Banik entered a partnership with the Montana Library Association (MLA) to develop an online home for campaign materials. This partnership allowed the campaign to build a home for campaign materials online, thus increasing the opportunity for partners to gain access to pieces of the campaign electronically.

The first component of this online resource was purchasing the domain [informationpowersmt.org](http://informationpowersmt.org), which redirects to a page on the Montana Library Association website: [mtlib.org/infopower/](http://mtlib.org/infopower/). This and corollary domains were purchased under the campaign budget. Separately, the Montana State Library and MLA entered into an agreement for the long-term maintenance of the campaign landing page on the MLA website.

Banik worked with the MLA web manager to develop two pages for the campaign: the Information Powers Growth campaign introduction page; and a campaign resource page.

The screenshot displays the Montana Library Association website. At the top, the logo features an open book with the text "Montana Library Association" and the tagline "From the Mountains to the Prairies". Navigation links for "Home", "About", "Events", and "Resources" are in the top right. Below the header is a banner with three portraits: Gavin Woltjes, Billings Public Library Director; Heather Dickerson, Lewis & Clark Library Teen Services Librarian; and Stacey Moore, Fallon County Library Director. The page title is "Information Powers MT" with a breadcrumb trail "You are here: Montana Library Association > Information Powers MT". The main content area has a green header "INFORMATION POWERS GROWTH" followed by a decorative bar. The text below states: "Montana's people and communities thrive when they have tools and resources to pursue entrepreneurship, identify and expand economic opportunities, and plan for informed investment. Montana librarians and geographic information professionals make growth possible by providing reliable, timely, objective, and authoritative information." The sub-header "Reach. Explore. Connect." is followed by a paragraph: "Today, information is king. Data has become our most valuable resource. In this world, the professional information services of public libraries are both unique and essential. Montana's libraries have evolved as vital community hubs. They give us access to technology and lifelong learning. Libraries offer the chance to explore and connect." Below this is another paragraph: "Join us in sharing information about your local knowledge connection and the heart of your community: your library." A call-to-action button reads "CLICK HERE FOR MORE INFORMATION". Another call-to-action reads "CLICK HERE FOR RESOURCE MATERIALS FOR YOUR COMMUNITY". Below this are three video thumbnails for Jamie Ford, Jason Rittal, and Tom Kohley, each with a "Click to Watch" button. At the bottom are social media icons for Facebook and YouTube, and the "montana libraries" logo.

Banik also created a campaign icon to live on the MLA homepage at <http://www.mtlib.org/>. When a user clicked the campaign icon, they were redirected to the Information Powers Growth landing page (<https://www.mtlib.org/infopower/>). This page was designed to give a brief overview of the campaign and a call to action to share information about the campaign with others. From here, visitors could click through to more information or chose to watch one of the three videos spotlighted on the page: Jamie Ford, Jason Rittal, or Tom Kohley. This page also provided visitors with access to click through to the campaign YouTube page and Facebook page.

The resource page dedicated to the MSL campaign houses various campaign materials and resources for users to view, download and share. The Information Powers Growth Community Toolkit page can be found at <https://www.mtlib.org/infopower/infopowermaterials/>. This page is broken down into easy-to-navigate subelements, allowing users to easily locate and download the materials.

The URL for the page ([informationpowersMT.org](http://informationpowersMT.org)) appeared on the two campaign posters and in the videos.

Banik asked to gain access to web analytics from the above mentioned MLA webpages on November 27, 2018 and in response, were made aware that MLA did not track website analytics. At our request, analytics were set up on the campaign pages at that time. The metrics shown in this report represent data collected by MLA between November 28, 2018 and February 4, 2019. Analytics are only provided for the /infopower page and /infopowermaterials pages, as these are the main traffic pages for the campaign.

**INFORMATION POWERS GROWTH**

Thank you for your interest in the Information Powers Growth campaign. This campaign aims to increase awareness among Montana businesses, entrepreneurs, decision makers, and communities about the valuable resources today's libraries offer. The resources in the Community Toolkit outline many ways libraries and information services are important. We hope these materials will be shared across Montana communities. Some documents labeled Customizable in the links below will download directly when you click the link. Check the download tab or folder on the computer you are using to access these files. You can then customize these resources for your use. If you have questions, please reach out to one of Campaign Contacts listed in the right hand column of this page.

**Campaign Identity Elements**

- Campaign Logos
- Campaign Logo Usage Guide
- Campaign Header & Footer

**Campaign Fact Sheet**

- PoweringMT Campaign Fact Sheet

**Social Media**

Follow the PoweringMT campaign on [Facebook @InformationPowersMT](#). Feel free to use the cover video and content posts on your organization's social media to help increase awareness about the campaign.

- Facebook Cover Video
- Facebook Posts

**News Releases**

Montana librarians or library directors are urged to customize this release to submit to their local news outlets.

- Information spells growth in Montana

**Guides**

- Media Guide for Librarians

**Talking Points**

- Libraries and Economic Development
- Libraries and Entrepreneurship
- Libraries and Workforce Development
- Why Not Just Google It?
- Professional Information Services Q & A

**Letters to the Editor**

Share these customizable letters with advocates in your community.

- Libraries and Public Trust
- Libraries and Business
- Libraries and Workers
- Who Uses the Library
- 21st Century Libraries

**Legislative Resources**

- Handout for Legislators
- Customizable Handout for Legislators in Word
- Montana Libraries and Legislative Districts

**Print Elements**

- Campaign Posters
  - Poster with Sarah Calhoun, Founder of Red Ants Pants
    - High Resolution File for Print
    - Web Quality Version
  - Poster with Tom Kohley, Owner of Ranch Maps
    - High Resolution File for Print
    - Web Quality Version
- Banner (\*)
  - \*If you wish to print a full size banner for display, please contact Banik Communications @ 406-454-3422 to obtain a high resolution print ready file.

**Newsletter Articles**

- Sample Articles for Any User

**Campaign Contacts**

➤ [Click Here](#)

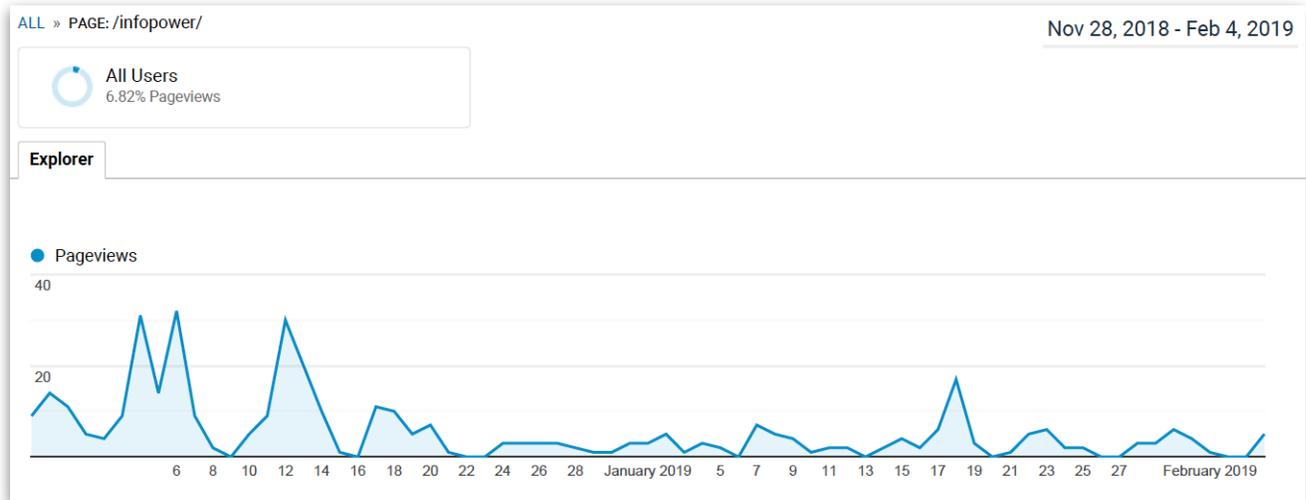
**Media Contacts**

➤ [Click Here](#)

## Page Metrics

The following graph shows an overview of pageviews on the /infopower page.

Page views for this campaign webpage appear to have been the highest around the start of December 2018, following the campaign launch and dissemination of the first campaign eBlast.



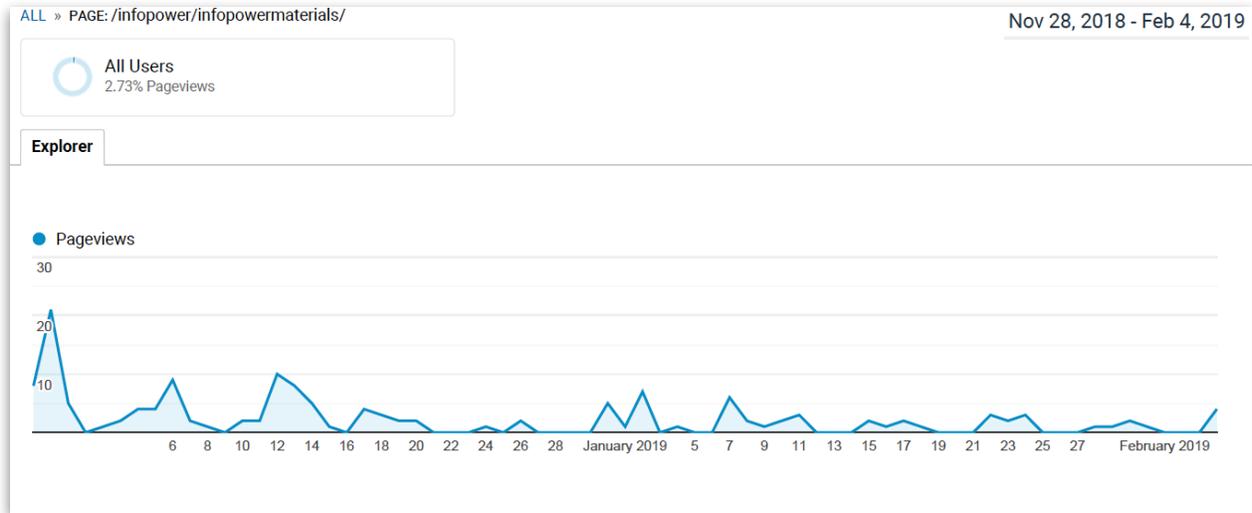
This page received 375 page views from visitors across the period of time analytics were being collected. Of those pageviews, 331 were unique. This analytic means out of the total 375 page views, 331 of those were visits from unique IP addresses. Multiple visits from the same IP address were not counted after the initial encounter.

Page	Pageviews	Unique Pageviews
	<b>375</b> % of Total: 6.82% (5,502)	<b>331</b> % of Total: 8.09% (4,092)
1. /infopower/	<b>375</b> (100.00%)	<b>331</b> (100.00%)

The average time spent on the /infopower page per user was one minute, 38 seconds. This finding is what we would expect as the /infopower page is a campaign landing page meant to direct viewers to /infopowermaterials where they can find specific resources and campaign elements.

On the following graph, pageviews are shown for the /infopowermaterials page. As you can see, the peak time for the most pageviews is shown on the far left, indicating that the peak visitation timeframe for the campaign page was at the end of November when analytics first started being collected. This matches with the first eBlast delivery to recipients on November 14, 2018. This campaign launch eBlast included a link and call to action directing readers to visit the campaign website at [informationpowersmt.org](http://informationpowersmt.org).

We know from the MailChimp report for the eBlast delivery that the link was the top clicked link in the email, with the last clickthrough from the eBlast occurring on Monday, November 26th— resulting in the spike seen below.



During the time analytics were collected on the /infopowermaterials webpage, there were 150 page views. This number accounted for almost three percent of all page views to the MLA website. Of these page views, 124 views were unique.

Page	Pageviews	Unique Pageviews
	<b>150</b> % of Total: 2.73% (5,502)	<b>124</b> % of Total: 3.03% (4,092)
1. /infopower/infopowermaterials/	<b>150</b> (100.00%)	<b>124</b> (100.00%)

The average time spent on the page was 11 minutes and 27 seconds. This analytic shows that once on this specific campaign page, the typical user spent over ten minutes viewing the page and exploring the contained content. This analytic reveals that visitors found this resource page useful, staying well beyond the typical view length for the MLA website (on average one minute and 43 seconds).

## **Page Navigation**

When evaluating page analytics for campaigns, it is useful to look at exit points. We know from the analytics data available that those users who left the /infopower page did so, the majority of the time, to visit /infopowermaterials. This finding gives us great insight into how visitors got to the resource page. The table below shows the other top five pages that users left /infopower to view.

<b>Next Page Path</b>	<b>Pageviews</b>	<b>% Pageviews</b>
<a href="/infopower/infopowermaterials/">/infopower/infopowermaterials/</a>	99	79.84%
<a href="/">/</a>	18	14.52%
<a href="/wired-mt/">/wired-mt/</a>	4	3.23%
<a href="/advocacy/">/advocacy/</a>	1	0.81%
<a href="/join-mla/">/join-mla/</a>	1	0.81%
<a href="/mla-annual/">/mla-annual/</a>	1	0.81%

When evaluating the same metrics for /infopowermaterials, the data was not as valuable. We do know, however, that the exit points for this page were far less than for /infopower, which generally means this page was more of a stopping point for the web visit. Of the exits with available metrics from the Community Toolkit page, we know the majority (n=8) of those returned to the /infopower page. The other top ranking pages for exits are shown below for reference.

<b>Next Page Path</b>	<b>Pageviews</b>	<b>% Pageviews</b>
<a href="/infopower/">/infopower/</a>	8	42.11%
<a href="/">/</a>	7	36.84%
<a href="/governance/">/governance/</a>	2	10.53%
<a href="/333-2/">/333-2/</a>	1	5.26%
<a href="/advocacy/">/advocacy/</a>	1	5.26%

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## Conclusions

The available metric data for the campaign pages housed on the Montana Library Association website were limited in both duration and analytics. This data is not as robust as other metric collection sources, such as Google Analytics, but still provides valuable insight into the campaigns' web presence.

Based on the available data, we can conclude the efforts expended to populate content and materials for the campaign webpages were valuable. The ability for MLA members, non-member libraries, community partners and patrons to access the Community Toolkit was an essential piece of the campaign. Data proved that once there, visitors spent time reviewing the campaign components. Although download data was not available, we suspect that this was the end goal of many of the recorded page visits.

In the future, it may be worthwhile to explore opportunities to widen the collected web metrics to include downloads and visit locations. This data would help gauge how campaign elements are accessed and used.

It may also be beneficial to work with Montana State Library partners to get campaign materials and messaging on more websites to broaden the audience of who those who have access to the Information Powers Growth campaign and other tailored MSL efforts.

Submitted by:

Randi Szabo

Stefanie Brown

The logo for 'banik' is displayed in a bold, lowercase, sans-serif font. The letters are a dark red or maroon color. The 'i' has a small square dot above it.



# Montana State Library

## **Evaluation Report: Email Newsletters for Information Powers Growth**

Essential Information Services Awareness Campaign

**March 6, 2019**

Prepared for: Jennie Stapp, State Librarian  
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406.454.3422 ext. 103

The logo for Banik Communications, featuring the word "banik" in a bold, lowercase, sans-serif font. The letter "i" has a small square dot below it.

## MailChimp Analytic Report

Email newsletters were determined to be a primary tactic to introduce information about the campaign and provide links to campaign materials to our internal audiences. The campaign budget allowed for the development of three email newsletters. The first, in November, announced the launch of the campaign. A second email went out in December and a campaign “wrap-up” newsletter was distributed in January.

Banik worked collaboration with the Montana State Library to build mailing lists for internal audiences and key contacts. The data provided for each of these lists are derived from MailChimp automated reporting.

### **First Newsletter: “Business Incubator. Montana Style.”** **Sent Wednesday, November 14, 2018 at 10:30 am**

#### **List 1: Library Directors (total of 594 emails)**

- 75.3% successful delivery rate (447 were successfully delivered out of 594)
- 147 total bounces.
- 65 soft bounces and 82 hard bounces
- 1 unsubscribe

Soft bounces often indicate temporary delivery issues for the following reasons: mailbox is full, email server is down or offline and/or email is too large for recipients server. MailChimp allows these emails to have 15 soft bounces before they are cleaned from the list. Hard bounces indicate a permanent reason an email can't be delivered for the following reasons: email address does not exist, domain name does not exist and/or recipients email server has completely blocked delivery. MailChimp immediately cleans these emails from the list.

- **25.7% open rate**
- 115 subscribers opened the email a total of 196 times
- The subscriber with the most opens, opened the email 22 times
- 58 opens within the first 24 hours

The open rate is well above the industry average of 14.1 percent. However, since this list is comprised of our primary internal audience—a group who should have been expecting this campaign launch newsletter—an open rate of only one out of four recipients showed a disheartening lack of engagement for the campaign effort at the community level.

- 35 total link clicks
- 26 unique link clicks

Unique clicks are the number of subscribers who clicked a specific link once. If they click it again it is not considered a unique click but still tallied in the total link clicks. This MailChimp feature allows clicks and analytics to be more transparent—there isn't a way to superficially inflate your link clicks.

The top clicked link was [informationpowersmt.org](http://informationpowersmt.org), followed by the link to the campaign Facebook page. The last time the email was opened was on Tuesday, November 27, 2018 and the last link clicked was on Monday, November 26, 2018.

#### **List 2: Public Library Board Members and Chairs (total of 333 emails)**

- 93.1% successful delivery rate (310 successful deliveries out of 333)
- 23 total bounces. 8 soft bounces and 15 hard bounces.
- 1 unsubscribe; this list now has 317 subscribers
- **37.4% open rate** (a higher rate than the librarian list)
- 116 subscribers opened the email a total of 166 times
- The subscriber with the most opens, opened the email 5 times
- 77 opens opens within the first 24 hours
- 10 total link clicks; 9 of them were unique

The top clicked link was Jamie Ford's video (on the YouTube channel) followed by the campaign Facebook page. The last time the email was opened was on Monday, November 26, 2018 and the last link clicked was on Thursday, November 15, 2018.

#### **List 3: State Library Commission (total of 7 emails)**

- 100% successful delivery rate
- **42.9% open rate**
- 3 recipients opened the email a total of 6 times
- 1 recipient opened it 3 times
- 3 opens within the first 24 hours
- 0 total link clicks

The email was last opened on Monday, November 26, 2018.

#### **List 4: Champions, Talent and Banik List (total of 43 email addresses)**

- 95.3% successful delivery rate (41 successful deliveries out of 43 sent)
- 2 bounces (1 hard and 1 soft)
- **56.1% open rate**
- 23 subscribers opened the email 64 times
- The subscriber with the most opens, opened the email 10 times
- 17 opens within the first 24 hours
- 16 total link clicks; 15 of those were unique clicks

The top clicked link was Sarah Calhoun's video (on the YouTube channel), followed by the campaign Facebook page.

The specific URL for this email was embedded in an e-card PDF. The e-card was shared to others who may have interest in the campaign through selected partners. This resulted in 44 URL link click-throughs, which allowed the recipient to view the email. The URL embedded in the e-card also allowed people to subscribe to this list if they were interested in the campaign. Through the e-card we garnered 10 additional subscribers. As of November 26, this list had 52 subscribers.

The last time the email was opened was on Monday, November 26, 2018 and the last link to be clicked was on Thursday, November 15, 2018.

The e-card was sent as an attachment in personal emails to contacts at:

- Montana Economic Developers Association (MEDA)
- Montana Association of Counties (MACo)
- Montana Association of Realtors (MAR)
- Montana Chamber of Commerce
- Montana Cooperative Development Center

Other distribution to the State's WIRED list was accomplished by the Montana State Library staff.

**Second Newsletter: "Search engine? Economic engine."**

**Sent on Thursday, December 6, 2018 at 8:49 am**

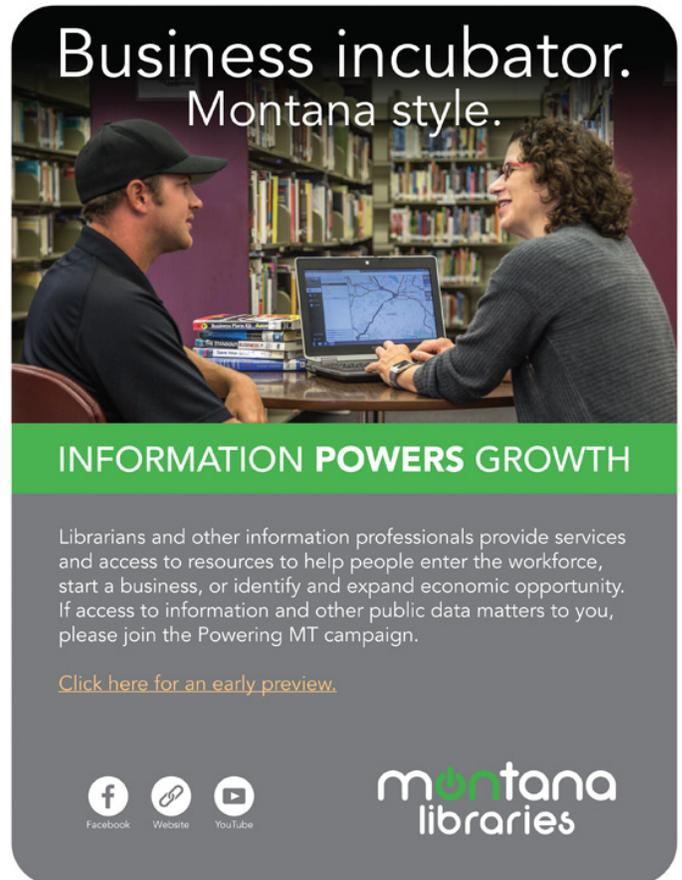
**List 1: Library Directors (total of 512 email addresses)**

- 86.9% successful delivery rate (445 were successfully delivered out of 512)
- 67 total bounces—66 soft bounces and 1 hard bounce
- 1 unsubscribe
- **23.1% open rate**
- 103 subscribers opened the email a total of 255 times
- 80 opens within the first 24 hours
- 46 total link clicks; 22 of them were unique

The top clicked link was Montana Cadastral, followed by [informationpowersMT.org](http://informationpowersMT.org) and the link to the campaign Facebook page. The last time the email was opened was on Wednesday, December 26, 2018 and the last link clicked was on Friday, December 21, 2018.

**List 2: Public Library Board Members and Chairs (total of 317 email addresses)**

- 96.8% successful delivery rate (307 successful deliveries out of 317)
- 10 total bounces—8 soft bounces and 2 hard bounces
- 1 unsubscribe
- **31.9% open rate**
- 98 subscribers opened the email a total of 145 times
- The subscriber with the most opens, opened the email 10 times
- 78 opens within the first 24 hours
- 7 total link clicks; all of them were unique



**Business incubator.  
Montana style.**

**INFORMATION POWERS GROWTH**

Librarians and other information professionals provide services and access to resources to help people enter the workforce, start a business, or identify and expand economic opportunity. If access to information and other public data matters to you, please join the Powering MT campaign.

[Click here for an early preview.](#)

Facebook Website YouTube

montana libraries

The top clicked link was [www.mtlib.org/infopower/infopowermaterials/](http://www.mtlib.org/infopower/infopowermaterials/) followed by Tom Kohley's video (Information Powers Business: Tom Kohley, Ranch Maps) on YouTube. The last time the email was opened was on Monday, December 24, 2018 and the last link clicked was on Thursday, December 6, 2018.

### **List 3: State Library Commission (total of 7 recipients)**

- 100% successful delivery rate
- **57.1% open rate**
- 5 recipients opened the email a total of 7 times
- 3 opens within the first 24 hours
- 1 total link click

The link clicked was the YouTube Channel link. The email was last opened on Thursday, December 6, 2018.

### **List 4: Champions, Talent and Banik List (total of 53 emails)**

- 96.4% successful delivery rate (53 successful deliveries out of 53 sent)
- 2 bounces (1 hard and 1 soft)
- 1 unsubscribe
- **43.4% open rate**
- 23 subscribers opened the email a total of 287 times
- 34 opens within the first 24 hours
- 23 total link clicks; 6 of those were unique clicks

### **List 5: Montana State Library Employees (total of 54 email addresses)**

This list was added to the MailChimp account on December 5, 2018.

- 98.1% successful delivery rate (53 successful deliveries out of 54)
- 1 hard bounce
- **39.6% open rate**
- 21 recipients opened the email 98 times
- The subscriber with the most opens, opened the email 18 times.
- 18 opens within the first 24 hours.
- 9 total link clicks; 5 of them were unique

The top clicked link was the MBAC video on the YouTube Channel (Information Powers Business: Brian Obert, Eric Seidensticker) followed by Montana Cadastral and [informationpowersMT.org](http://informationpowersMT.org). The last time the email was opened was on Thursday, December 20, 2018 and the last link clicked was on Tuesday, December 11, 2018.

The specific URL for this email was embedded in the e-card PDF. The e-card was shared to others who may have interest in the campaign through selected partners. This resulted in 15 URL link click-throughs, which allowed the recipient to view the email. The URL embedded in the e-card, also allowed people to subscribe to this list if they were interested in the campaign. Through the e-card we garnered 3 additional subscribers.

The last time the email was opened was on Tuesday, December 18, 2018 and the last link to be clicked was on Monday, December 10, 2018.

### **Third Newsletter: “Montana Data On Tap”**

**Sent on Tuesday, January 29, 2019 at 10:00 am**

#### **List 1: Library Directors (total of 510 emails)**

- 87.3% successful delivery rate (445 were successfully delivered out of 510)
- 65 total bounces. Of those bounces, there were 63 soft bounces and 2 hard bounces.
- 0 unsubscribes
- **14.2% open rate**
- 63 subscribers opened the email 88 times, which means some subscribers opened it more than once
- 50 opens within the first 24 hours
- There were 24 total link clicks and 20 of them of were unique.

The 14.2% open rate is above the industry average (13.5%). However, since this list comprises our primary internal audience, an open rate of less than 15 percent is a surprisingly poor performance. The email opens by library directors decreased from about 25% in the campaign launch and 23 percent in December. The focus on geographic information may have lowered their perception of relevance, but the hope was that more would feel on-board as part of the campaign.

The top clicked link was Geographic Information Clearinghouse, followed by the campaign Facebook page and the *Ravalli Republic* article. The last time the email was opened was on Friday, February 8, 2019 and the last link clicked was on Saturday, February 2, 2019.

#### **List 2: Public Library Board Members and Chairs (total of 315 emails)**

- 97.5% successful delivery rate (307 successful deliveries out of 315)
- 8 total bounces. All 8 were soft bounces.
- 2 unsubscribes
- **31.6% open rate**
- 97 subscribers opened the email 140 times, which means some opened the email more than once
- One subscriber opened the email 10 times
- There were 95 opens within the first 24 hours
- 11 total link clicks; all of them were unique

The open rate for library board members was more than double the open rate for the librarians themselves.



**Search engine?  
Economic engine.**  
Statewide data. Local access.

**INFORMATION POWERS GROWTH**

A broad network of information professionals wants you to know that public access to information drives economic growth. By providing access to information, connection to local resources and management of statewide data, Montana's librarians and geographic information professionals are powering our communities.

[Click here for an early preview.](#)

Facebook Website YouTube

**montana  
libraries**

The top clicked link was Sonja Woods and Stacey Moore's video (Libraries Power Montana Communities: Sonja Woods; Stacey Moore) followed by OverHere's video (Information Powers Entrepreneurs: OverHere Consulting) and finally, Ken Wall's video (Information Powers Montana: Ken Wall, GeoData Services) on YouTube. The last time the email was opened was on Monday, February 11, 2019 and the last link clicked was on Tuesday, January 29, 2019.

### **List 3: State Library Commission (total of 7 emails)**

- 100% successful delivery rate
- **42.9% open rate**
- One recipient opened it 4 times
- 4 opens within the first 24 hours
- 4 total link clicks, two of which were unique

The top link clicked was the YouTube Playlist link followed by Ken Wall's video (Information Powers Montana: Ken Wall, GeoData Services). The email was last opened on Tuesday, January 29, 2019.

### **List 4: Champions, Talent and Bank List (total of 55 emails)**

- 98.2% successful delivery rate (54 successful deliveries out of 55 sent)
- 1 soft bounce.
- **38.9% open rate**
- 21 subscribers opened the email 227 times, which means it was opened multiple times by those 21 subscribers
- 35 opens within the first 24 hours
- 16 total link clicks; 8 of those were unique clicks

The top clicked link was Ken Wall's video (Information Powers Montana: Ken Wall, GeoData Services) followed by the YouTube Playlist.

The last time the email was opened was on Friday, February 8, 2019 and the last link to be clicked was on Thursday, January 31, 2019.

### **List 5: Montana State Library Employees (total of 53 emails)**

- 98.1% successful delivery rate (52 successful deliveries out of 53)
- One hard bounce
- One person unsubscribed
- **40.4% open rate**
- 21 subscribers opened the email a total of 54 times
- One recipient opened the email 5 times
- 27 opens within the first 24 hours
- 122 total link clicks; 5 of them were unique

The top clicked link was Ken Wall's video (Information Powers Montana: Ken Wall, GeoData Services) followed by OverHere's video (Information Powers Entrepreneurs: OverHere Consulting) on the YouTube channel. The Geographic Information Clearinghouse link came in third. The last time the email was opened was on Thursday, February 7, 2019 and the last link clicked was on Tuesday, February 5, 2019.

The specific URL for this email was embedded in an e-card PDF. The e-card was shared to others who may have interest in the campaign through selected partners. This resulted in 4 URL link click-throughs, which allowed the recipient to view the email. The URL embedded in the e-card, also allowed people to subscribe to this list if they were interested in the campaign. An e-card with the newsletter link went out to partners for each of the three email newsletters.

E-cards were sent as an attachment in personal emails to contacts at:

- Montana Economic Developers Association (MEDA)
- Montana Association of Counties (MACo)
- Montana Association of Realtors (MAR)
- Montana Chamber of Commerce
- Montana Cooperative Development Center
- Montana Business Assistance Connection
- Montana League of Cities and Towns



## SUMMARY

Although the open rates were higher—and often much higher—than industry standards, we had hoped for a greater level of engagement with these audiences. The newsletters were also disappointing in that two-way communication did not appear to be utilized. Readers were encouraged to share comments on the campaign—or reach out with questions—and this did not appear to happen.

**Campaign Contacts:**

Jennie Stapp  
Montana State Librarian  
[jstapp2@mt.gov](mailto:jstapp2@mt.gov)  
406-444-3116

Tracy Cook  
Montana State Library  
[tcook2@mt.gov](mailto:tcook2@mt.gov)  
406-444-9816

Lisa Mecklenberg Jackson  
Montana Library Association Marketing/Communications  
[lisameckjack@gmail.com](mailto:lisameckjack@gmail.com)  
406-243-6698

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**Comments and Stories Welcome**  
Share your experiences and comments about services provided by information professionals in Montana.  
Email [jstapp2@mt.gov](mailto:jstapp2@mt.gov) or [jedwards@mt.gov](mailto:jedwards@mt.gov)

The exposure the newsletters received was helpful, however, and this tactic should be continued by the Montana State Library (MSL) to keep an awareness effort going.

We suggest that the MSL take over the MailChimp (free) account and use the template to develop future newsletters.

MSL and its partners should continue to build on the list of champions and advocates, bringing more people into the effort at the community level as well as the state level. Other individuals

and offices at the state level, with similar objectives and audiences, should also be added to the newsletter audiences (through personal contact or other opt-in methods).

MSL should continue to coordinate with the valuable partners that helped distribute the newsletters to their own constituencies.

These partners (listed above) were very supportive of the campaign effort and messaging. Other groups, associations and nonprofits are also potential additional partners in future communications. The Independent Insurance Agents of Montana is one example.

Submitted by:

Randi Szabo

Jaylene Swanson

The logo for 'banik' is displayed in a bold, lowercase, sans-serif font. The letters are a dark red or maroon color. The 'i' has a small square dot below it.