



Montana State Library  
Communications & Marketing  
FY 2015 Work Plan  
July 1, 2014-June 30, 2015

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## **SIX AGENCY-WIDE GOALS**

### **Goal One—Content**

MSL acquires and manages relevant quality content that meets the needs of Montana library users.

### **Goal Two—Access**

MSL provides libraries, agencies, and its partners and patrons with convenient, high quality, and cost-effective access to library content and services.

### **Goal Three—Training**

MSL provides appropriate trainings and training resources so that the best use can be made of the resources offered.

### **Goal Four—Consultation and Leadership**

MSL provides consultation and leadership to enable users to set and reach their goals.

### **Goal Five—Collaboration**

MSL promotes partnerships and encourages collaboration among its users.

### **Goal Six— Sustainable Success**

MSL is efficient and effective (measured against user outcomes), and is engaged in fulfilling its mission.

## **Goal Two—Access**

2. MSL provides libraries, agencies, and its partners and patrons with convenient, high quality, and cost-effective access to library content and services.

Continue to help build libraries' collections that serve children from birth to five years old.

2.1 With input from SLR, prioritize key programs and services for development of marketing plan and corresponding marketing materials. Design and produce or manage the design and production of program informational and educational materials such as brochures, newsletters, magazine and newspaper articles, radio spots, on-line information services (e.g., Internet web page) and videos to provide pertinent, current and technically accurate information to the public about library services in Montana.

2.2 Encourage local libraries to participate in cooperative public education programs. This involves coordinating and motivating librarians and trustees, organizing and publicizing projects and events, and coordinating the statewide distribution of information and news releases related to library activities and issues. Maintain regular contact with information specialists at other public agencies, including local organizations that have related interests. Arrange for meetings, exchanges of information and documents, and possible joint news releases, or other communications. Provide or arrange for training for librarian and trustees in how to use the promotion material and campaign strategies in local communities. Answer questions from others regarding the materials and the campaign. Evaluate the effectiveness of the training.

2.3 Develop new outreach effort "Outside the Lines" to replace Montana Library Week. Communicate with libraries about the outreach effort, including informing them what it is, why it's important, and how easy it is to participate in order to create buy-in. Work with Colleen Hamer to develop TUMBLR account in order to easily integrate data into Legislative Snapshot and the "Share Your Story" effort.

2.3 Continue to build online presence through experimental use of digital media and Web.

## **Goal Five—Collaboration**

5. MSL promotes partnerships and encourages collaboration among its users.

5.1 Continue to develop Ready 2 Read program through outreach and development of collaborative relationships. Continue marketing and outreach efforts to Governor Bullock's office and administration to help them understand how MSL can be of service to their programs and agencies. Serve as consultant to libraries with Ready 2 Read programs to assist them with troubleshooting, development of their library's programs, address issues, and more. Represent Montana libraries on Montana's Governor-appointed Best Beginnings Advisory Council to help other BBAC partners recognize and understand that libraries are an integral part of how the educational, emotional, and social developmental needs of young children are met in communities throughout Montana. Continue to develop relationships with MT PBS; MT Fish, Wildlife & Parks; MT Head Start; and MT Department of Public Health and Human Services Early Childhood Services Bureau. Continue to develop relationships with private sector partners, such as Washington Corporation and First Interstate Bank. Assist libraries statewide with the development of true partnerships that position them as a prime community resource in the area of early childhood development. Assist libraries with getting involved with their local Best Beginnings Advisory Councils.

## **Goal Six—Sustainable Success**

6. MSL is efficient and effective (measured against partner and patron outcomes) and is engaged in fulfilling its mission.

6.1. MSL will deliver a 2015 Legislative Snapshot to Legislators at the beginning of the 2015 legislative session.

- The Legislative Snapshot is dependent on the expertise of cross program staff. These staff research topics of importance to the Legislature and data that is relevant to inform deliberations, organize and/or format data so that it can be mapped and charted to improve information understanding, and present the data in both print and online forms that help Legislators understand issues at both a statewide and local level and that facilitate further research as necessary.

- The 2015 Legislative Snapshot will be organized around specific issue briefs rather than broad topics. Examples of issues may include Women in the Workforce, Federal/State Coordination, Education Funding, Economic Impacts, etc. While the print version will remain static once it is printed, as issues develop during the session, additional briefs may be added to the online version of the snapshot.

- The online version of the snapshot will “go live” on December 1, 2014. A print version will be delivered to Legislators during the first week of the legislative session.
- MSL staff will use a satisfaction survey(s) of legislators to seek information about the value of the snapshot. The survey will be open during and after the legislative session and it will be designed to provide information about the overall value of this tool as well as to gather feedback for updates to the current and future versions.

The Legislative Snapshot continues to be a valued tool created by the State Library for the Legislature that showcases the kinds of information and services that MSL provides in the context of the issues that legislators will consider during the session. MSL staff seeks data and information from a variety of state and federal agencies which creates further opportunities for future partnerships. The Legislative Snapshot will reflect positively on the services and information we offer as Legislators consider our budget and other matters that impact the State. When surveyed, legislators will report that the snapshot is a valuable tool that provides ready access to information that makes their deliberations more manageable.

6.2. MSL managers will spend a significant portion of FY15 preparing for, monitoring and participating in the 2015 legislative session.

- Beginning in September, a team of staff led by Groves, Flick and Orban, and with representation from each program and the Montana Library Association (MLA), will plan for and host Library Legislative Day (date to be determined). This carefully planned event includes music, entertainment and a Read poster photo booth. It is the primary event where Montana librarians engage with their legislators in Helena during the session. As with the 2013 Legislative Day event, we will also encourage participation from the GIS community.
- As we near the legislative session I will work with MSL program managers to prepare budget testimony and handouts and will assist with identification of persons who will testify on behalf of the State Library in support of MSL’s budget requests.

The legislative session is the most important period of the biennium for the State Library as it is one of the few opportunities we have to propose and receive funding for new services. Careful consideration and planning goes into preparing our EPP requests and submitting them to the budget office. Articulate messages and talking points regarding the importance of our budget requests are drafted and shared with stakeholders and will be ultimately formulated into testimony that will be shared during the session. A successful legislative session will result in a budget that includes

sufficient funding for MSL to continue to support existing library services and funding for any new budget requests at a level that will allow them to be implemented successfully. Legislators will have the best available information for any decisions that will impact the State Library and the services that MSL provides and legislation passed will benefit the communities we serve.

Continue to present a compelling argument for ongoing and increased legislative support in 2015 through outreach and the development of strategic talking points and elevator talks that target community members, legislators, and policy makers that can be used to communicate a consistent message about MSL and Montana libraries.