



**PIKES PEAK LIBRARY DISTRICT BOARD OF TRUSTEES
Public Affairs Committee**

September 8, 2020

2 pm

[Virtual Meeting \(Zoom\)](#)

- I. Call to Order
- II. Public Comment (*3 minute time limit per person*)
- III. Items Too Late for the Agenda
- IV. Agenda Items
 - a. Overview: FY20-22 Strategic Communications Framework
 - b. Fall advertising campaign Update
 - c. Reopening Update



Overview: FY20-22 Strategic Communications Framework

OVERARCHING PURPOSE:

Establish Pikes Peak Library District as a trusted and indispensable community asset, resource, and partner across El Paso County *(with consideration to the current impacts and future unknowns of the COVID-19 pandemic)*.

GOAL #1: BRANDING

Unify and strengthen Pikes Peak Library District's brand to ensure cohesion, consistency, and accountability, so the Library can build public support with a well-known reputation that's trusted and valued in the community.

- **Ensure consistent brand identity and messages across all channels.**
 - Examples: Framing/messaging, brand/style guides, signage, publications/collateral, online experience
- **Consider the brand experience by evaluating and improving the following:**
 - Examples: Crisis communications planning, Spanish-language page on website, customer journeys, brand ambassadors/influencers, new cardholder experience, online user experience
- **Employ various training and education opportunities to develop internal brand ambassadors who are comfortable representing PPLD in their roles and other professional situations.**
 - Examples: All-staff development day presentation, webinar trainings, orientations, messaging guidebook
- **Build community recognition and trust.**
 - Examples: Targeted speaking engagements and meetings; award and public recognition opportunities

GOAL #2: MARKETING & PROMOTION

Increase awareness, understanding, and use of Pikes Peak Library District's resources, services, and facilities.

- **Maintain an annual promotional calendar and plans to ensure strong support for the large number of PR and marketing opportunities across the District throughout the year.**
 - Examples: Major initiatives, programs, and events; library celebrations; national and community celebrations; and District-wide publications
- **Focus on the production and distribution of higher-quality, evergreen District-wide collateral, in collaboration with Public Services.**
 - Examples: Branded templates for low-tier or single-instance programs vs. high-quality evergreen print collateral like service brochures, welcome booklets, and District Discovery with quarterly calendars
- **Launch targeted marketing campaigns to increase public awareness, demonstrate PPLD's value, and increase Library use.**
 - Examples: Brand education campaigns (All You Need is Your Library, Fall 2020); more specific, targeted campaigns talking about individual services/resources; cross-promotion opportunities with partners
- **Improve cultivation, engagement, and retention across existing and new communication channels with consistent, cohesive, and effective marketing and promotion.**
 - Examples: Social media platform use, media pitching, permission-based email marketing, video features for multi-channel use, PPLD- and community-produced content for PPLD TV, streaming app exploration

GOAL #3: COMMUNITY ENGAGEMENT

Foster strong engagement and input from community members and entities while positioning Pikes Peak Library District as a key asset, partner, and thought leader in the community and of library systems.

- **Establish and maintain strategic partnerships across El Paso County that improve community connections while expanding our reach and impact.**
 - Examples: Expansion of Pikes Peak Culture Pass and PowerPass; high-quality partnerships that focus on connecting our community; capitalizing cross-promotion opportunities
- **Focus on more targeted and coordinated community outreach that further PPLD's mission while increasing public awareness and knowledge across El Paso County.**
 - Examples: Target audiences; speakers' bureau for community presentations and one-on-one meetings

- **Provide ongoing opportunity for community input and feedback that the Library utilizes to inform strategic decisions and planning.**
 - Examples: Library experience survey (annual), public polling (2021), UX study of ppld.org (2022)
- **Position PPLD staff and Board of Trustees as go-to experts and thought leaders for library systems, locally to internationally.**
 - Examples: Tracking staff involvement (professional/community organizations); serving as facilitator and convener

GOAL #4: INTERNAL COMMUNICATIONS

Streamline and improve internal communications to align teams and individuals, drive engagement and excitement, and reinforce the guiding principles and strategic plan of Pikes Peak Library District.

- **Develop an internal communications guidebook.**
 - Examples: Brand guidelines, communications channels, approved software, templates, etc.
- **Build internal partnerships and collaborate with staff, services, departments, and teams across the District.**
 - Example projects: Intranet, Office 365 tools (Yammer), PPLDCon, internal calendar
- **Capitalize on and improve use of existing communication channels for staff, in coordination with other departments.**
 - Examples: The Bookmark, staff surveys, Third Thursdays, meetings and email, etc.
- **Ensure staff engagement, in coordination with other departments.**
 - Examples: Kudos/recognition opportunities, ongoing staff input and feedback (like pulse surveys), visibility and communication from PPLD leadership, staff training needs
- **Work with staff to begin creating a culture of brand ownership and word-of-mouth marketing, where staff feel empowered as brand ambassadors and influencers.**
 - Examples: Brand ambassador/influencer program + standard talking points and guidance for staff

GOAL #5: DEPARTMENT INFRASTRUCTURE

Ensure a centralized Communications department with staff who are equipped to succeed and collaborate with others, use data and insights to inform strategic decisions, and be recognized and relied upon as in-house experts across the District.

- **Support staff development, interdepartmental communication, and team morale by:**
 - Examples: Time for creativity and self-care; individual professional development; team-building opportunities
- **Position our team as a centralized department of in-house experts who provide top-quality work and meet deadlines with streamlined processes and procedures.**
 - Examples: Strengthen relationships and collaboration; refine internal process
- **Ensure all-staff awareness and proper use of the department.**
 - Examples: Marketing liaisons, tiers and promotion packages, etc.
- **Utilize quantitative and qualitative data and insights to inform departmental decisions and planning, as well as future rebranding and other District-wide plans.**
 - Examples: Library and departmental metrics, website data, campaign performance reports, consumer profiles, community research, trends, etc.
- **Collaborate with involved services and departments to successfully leverage patron touchpoints.**
 - Examples: Inventory and schedule for all visual touchpoints, plus staff talking points at all programs
- **Easily track PPLD engagement and connections, so there's a clear understanding of relationships, activities, opportunities, and gaps.**
 - Examples: Web of connections - community partnerships and outreach, networking, memberships, speaking engagements, and staff involvement in professional and community entities
- **Other plans:**
 - Plan future of Library meeting and study rooms, with consideration to the pandemic and other factors.
 - Support Library data assessment and planning efforts, as it relates to internal and external data, as well as program evaluation.