

Illinois Heartland Library System Board and Staff Retreats July 2017

Trainings and facilitation conducted by Laura Huth, *do good* Consulting

Why have we gathered?

- In a challenging landscape, the Illinois Heartland Library System must find new avenues to stay and grow in relevancy to its members and to public audiences.
- To be successful, we must all find our individual roles in making this happen.
- And we must all work together to make a new, expanded future happen.

Purpose and Goals for Retreat

- Envision and plan IHLS future growth.
- Review and develop organization-level goals and strategies.
- Create simple and achievable individual tasks and action plans for personal involvement (5 in 5).
- Find ways to use team-driven approaches to meet needs and achieve goals.

Ideal Long-term Outcomes

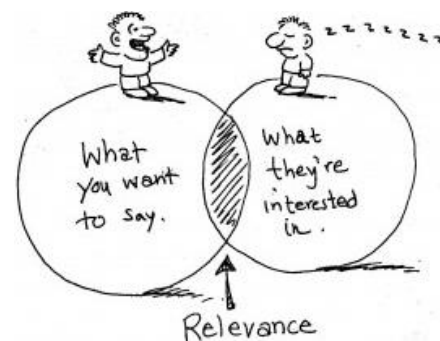
- Increased IHLS visibility; more identifiable brand.
- More awareness of IHLS and its programs, services, and value.
- Wider and stronger base of IHLS advocates, allies, and champions.
- Deeper sense of team and stronger, more coordinated teamwork achieving goals.

Advocacy vs. Lobbying vs. Education

- **Advocacy:** The act of arguing in favor of something, such as an organization or a cause. There is no limit to the amount of non-lobbying advocacy your organization can do.
- **Lobbying:** Any attempt to influence specific legislation.
- **Lobbying** involves attempts to influence specific legislation. **Advocacy** focuses on educating about a specific issue, cause, or organization.
- **All lobbying is advocacy, but not all advocacy is lobbying!**

Making REAL Impact

- Remember the Marketing Equation
- Achieve the 21-Hit Momentum through REPETITION: Most people need to see or hear something as many as 21x before actually “hearing” what you’re saying
- Engaging in Pro-active (not Re-active) Marketing
- Customize your Audience
- Mind Your Messaging: What do THEY want to hear?
- A personal approach: nothing canned
- Direct to a real person, not an organization/business
- As much direct interaction as possible
- On-going communications: true relationship-building
- Maps, charts, and infographics that show real impact



Our Favorite Things:

What do we love most about IHLS? What's great about what we do? What do you want to brag on about IHLS?

- Delivery
- Our members & giving them support/assistance/networking opportunities
- Organization-wide resource-sharing
- Training/continuing education/networking
- Open to all
- Support/advice/consulting
- SHARE/ILL & SHARE Circ
- Fiscally responsible and economical
- Significant impact on others
- Teamwork
- Lots of employment opportunities

What are our priorities?

What do we want and need?

- Funding
- Increased exposure/brand awareness
- More internal and external communications
- Increased memberships
- More program participation
- More marketing and communications staff
- More staff
- Media coverage
- Collaborative communications
- Increased geographic representation
- Additional board or committee members
- More support and input from members
- Increased participation (Members Matter, elections, meetings)
- Stronger initiative representation (state and national)
- Increased accuracy

Main Targets to Achieve Goals (Audiences)

Target Mapping



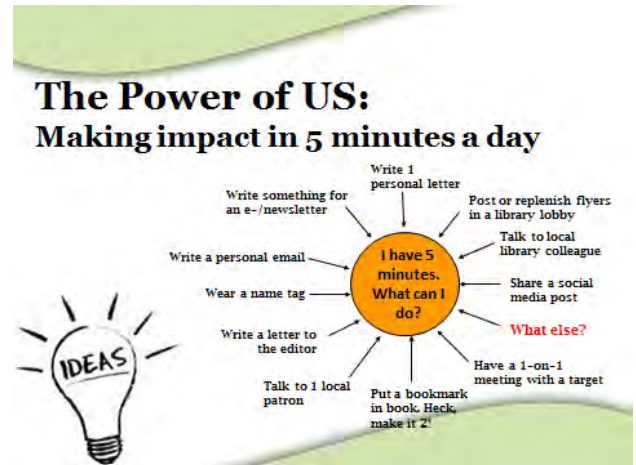
Who are our audiences?

1 st level targets/audiences	2 nd level targets/audiences	3 rd level targets/ audiences
<ul style="list-style-type: none"> • Non-member libraries (e.g., Champaign, Urbana, schools) • Library board members • School board members • Spouses of legislators • Local businesses • Member library directors • Super users (e.g., Peggy, Beeler girls) • ROE/Superintendents • Active library patrons • IL Chamber of Commerce • Member library staff (Diana Sassman, Amanda McKay, Celeste Choate, Sarah Zumwalt) • Legislators (e.g., Rodney Davis, Scott Bennett) • School administrators/principals • Secretary of State • Personal friends • Our families • Home-schoolers • Local media • Statewide media • IASB • Current IHLS vendors • Farm Progress Show 	<ul style="list-style-type: none"> • Local businesses/leaders • Statewide businesses • Local and other Foundations • Other superintendents • Member library patrons • Super user friends • Nonprofits/agencies/social service organizations (e.g., Early Childhood Intervention) • Howard Buffet • Classroom teachers • Community movers/shakers • Local Chambers of Commerce directors/boards • Credit unions (e.g., Earthmovers, Scott, SIU) • Banks/bankers • Mom's groups • PTA groups 	<ul style="list-style-type: none"> • Library patrons • Teachers • Parents • Community citizens • School board members • Students • Nursing homes • Special libraries • Home-bound people • Extension • 4-H • Youth groups

(Additional board-identified target audience details included on final notes pages)

Actionable Ideas (board ideas)

- Social media
 - Add social media to everything we do
 - Increase use of social media to highlight programs for users and non-users/encourage sharing
 - Increased resource-sharing for users/non-users via social media (Assigned to task: Ellen)
- Collateral
 - Create – and distribute – bling (magnets, decals, bookmarks, coaster-marks) (w/business partners)
- Messaging
 - Better quantify our value and ROI: get data and stats and create infographics/charts/maps (target to high-value audiences, e.g., elected, media, etc.) (Assigned to task: Susan, Sandy, Chris, Adrienne)
 - Tagline on library cards
 - Create sharable member-to-public communications
 - Random thank you notes to libraries and board members
- Fundraising
 - Secure business sponsors for small town libraries
 - Cultivate more business partnerships
- Other
 - Networking: Mentor program for new members/staff (use tools like social media, face-to-face gatherings, email, meetings, Zoom, etc.) (Assigned to task: Gary)



(Also see attached "My Favorite Things value propositions and action plans created by board members)

Things I Can Do in 5 Minutes or Less (staff exercise)

- 1-on-1 contact: check-ins/relationship-building (16 people)
- Increase IHLS social media engagement (15)
- Handout/distribute bling (bookmarks, magnets, posters, stress balls, etc.) (14)
- Customer relations (10)
- Smile 😊! (6)
- Pro-actively reach out to Friends + Family (5)
- Van wraps (5)
- Be a user (4)
- Chat it up! (3)
- Business outreach (2)
- Be "Book Guy"
- Help coordinate kid-focused event
- Create mentor program
- Letter to the editor
- Wear nametag always