

# 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

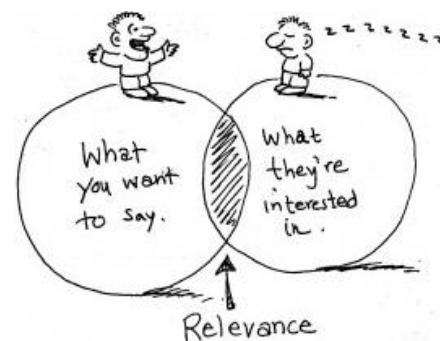
- Increased IHLS visibility; more identifiable brand.
- More awareness of IHLS and its programs, services, and value.
- Wider and stronger base of IHLS advocates, allies, and champions.
- Deeper sense of team and stronger, more coordinated teamwork achieving goals.

## 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



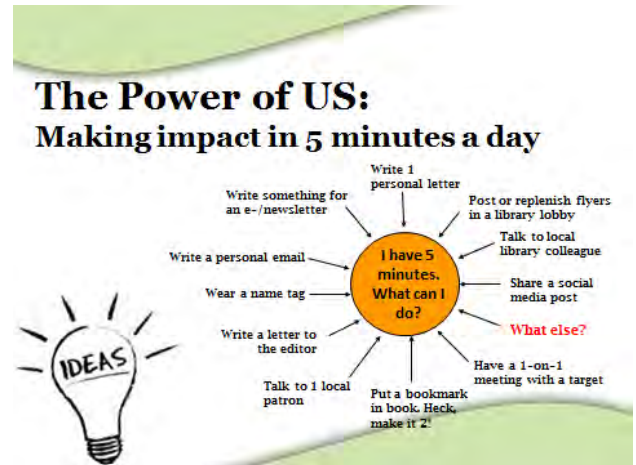
### Who are our audiences?

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

*(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