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.
  o **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.
  o **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.
  o **Examples:** Brand guidelines, communications channels, approved software, templates, etc.

• Build internal partnerships and collaborate with staff, services, departments, and teams across the District.
  o **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.
  o **Examples:** The Bookmark, staff surveys, Third Thursdays, meetings and email, etc.

• Ensure staff engagement, in coordination with other departments.
  o **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.
  o **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:
  o **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.
  o **Examples:** Strengthen relationships and collaboration; refine internal process

• Ensure all-staff awareness and proper use of the department.
  o **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.
  o **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.
  o **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.
  o **Examples:** Web of connections - community partnerships and outreach, networking, memberships, speaking engagements, and staff involvement in professional and community entities

• Other plans:
  o Plan future of Library meeting and study rooms, with consideration to the pandemic and other factors.
  o Support Library data assessment and planning efforts, as it relates to internal and external data, as well as program evaluation.