

Strategic Planning

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Strategic Planning

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Communication and Marketing the Strategic Plan

As a public document and public relations tool, it is essential to plan for the rollout of the library's new Strategic Plan to staff, stakeholders, and community. The energy and effort invested in the development of the Strategic Plan deserves the appropriate attention to ensure its success. A commitment on the part of the board and staff to use the plan as a guide for upcoming governance, management, and operational work ensures its ongoing relevance.

Once approved, the Library Board and CEO should share the Strategic Plan widely and prepare key messages. Groups that the Board and/or CEO should engage, include:

- Staff: It is extremely beneficial to engage staff in conversation, giving them the opportunity to collectively and individually tie their work to the contents of the plan. Consider making the plan mandatory reading for new staff members and new board members. All staff should understand what the library is striving to achieve. Set aside time to present the Strategic Plan to staff for discussion.
- Municipal, County, or Band Council: present the new Strategic Plan before Council. Communicating the library's goals and good news stories to Council is an important aspect of engagement with a primary stakeholder.
- Municipal/Regional Agencies and Community Non-Profits: are there any organizations that share similar goals or agendas? Engage them in conversation and consider whether any partnership opportunities exist to further the achievement of the strategic priorities.
- Local Media: local media is often happy to run a story on the library. Develop key messages arising from the contents of the plan and use those message to raise the profile of the library in the community.

Communication may be straightforward with a press release or social media announcement or could be part of a larger marketing plan for the project to ensure connections are achieved and the work is celebrated.

It is important to determine the preferred communication and marketing approach in advance to leverage the work completed and increase levels of engagement across the community and library industry. Communication is another aspect in the process of moving from where the library is now to where it wants to be in the future.

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