

PROPOSED GOALS, BENCHMARKS, AND ACTIVITIES FOR IHLS

3/16/2017

<u>GOAL:</u>	<u>BENCHMARKS:</u>	<u>STRATEGIES:</u>	<u>GROUP IMPACTED:</u>
1. Increase knowledge of IHLS.	Complete rebranding project	Develop a 30 second speech to share	Members, Elected Officials, Allies
		IHLS signs or decals to post at each member library	Members, Elected Officials, Allies
		Add a bookmark or note to the books that go through delivery that says something like This book brought to you by Illinois Heartland Library System.	Members, Elected Officials, Allies
		Send information to member libraries to share at community events, fairs, etc. Press release/marketing toolkit. Powerpoint for libraries to use.	Members
		Create and collect videos of patron testimony on the importance of library services	Members, Elected Officials, Allies
		IHLS staff provide information for member libraries to advertise on public service announcements that scroll on monitors in public places, like doctors' offices	Members, Elected Officials, Allies
	Increase and improve communication with stakeholders.	Keep website and newsletters regarding IHLS up-to-date, with regular evaluation by IHLS staff	Members, Elected Officials, Allies
		Identify at least six local newspapers with widespread circulation, and broad geographic diversity, to submit information about IHLS on a regular basis.	Members, Elected Officials, Allies
		On an ongoing basis, seek opportunities to disseminate information regarding IHLS on multiple platforms and through various media (such as radio, newspaper, print ads, social media)	Members, Elected Officials, Allies
		Send all appropriate videos and printed information to all legislators	Elected Officials
	IHLS staff seeks opportunities to network.	Staff conduct site visits and participate in networking events	Members
		Encourage IHLS staff & board to have regular contact with elected officials	Elected Officials

		Participate in legislative activities of member libraries	Members, Elected Officials, Allies
		Encourage stakeholder involvement in IHLS--run for the board, be on a committee, attend a networking meeting--to gain more "buy-in" and knowledge of the System	Members, Elected Officials, Allies
2. Increase support of IHLS.	Maintain regular contact with stakeholders regarding political and financial issues.	Encourage members to contact decision makers in support of IHLS when appropriate.	Members
		Contact legislators to vote in favor of the SOS budget that includes systems. Member library speaking on behalf of IHLS.	Elected officials
		Schedule meetings with organizations to establish communication and find commonalities for support	Allies & Champions
		Inform IHLS Legislators about IHLS use of monies from the SOS budget	Elected officials
3. Increase use of IHLS services.	Work continuously within IHLS to increase resource sharing.	develop a grant program to assist small library participation in resource sharing	Members
		actively promote membership in SHARE	Members, elected officials,
		outline the benefits of OCLC membership	Members
		develop a bookmark template about resource sharing for	Members, elected officials,
		develop a "[your] library and the sharing economy" campaign	Members, elected officials,

***Highlighted cells are activities to be completed primarily by board members.*