Introduction-- *This section is really strong!*

The Great Barrington Libraries have rich collections of books, audiobooks, films and other non-print resources for adults, teens and children, and offer a range of programs and events suitable across the age spectrum. Both branches have relatively high in-house and ILL circulation numbers, but there is poor attendance at programs & events geared towards adults. In recent years, book displays connected to events have increased program attendance; but turnout continues to be low and unpredictable.

- **Strengths:** There is general community support for the libraries and the staff is intelligent and motivated.

- **Weaknesses:** Communication amongst staff is haphazard, with the result that not all staff know what is going on in the libraries at any given time; the smaller branch (Ramsdell Library) is not ADA compliant; there is a lack of agreement between Trustees, Friends & Library leadership about programming vision, promotion and Library mission, which leads to confusion, low morale and false starts.

- **Opportunities:** We have an opportunity to build the staff into a team that can effectively communicate information about programs, book displays, and other resources.

- **Threats:** Chronic understaffing may sap motivation and a confused or seemingly out-of-the-loop staff may lower community support for libraries; inconsistency in customer service, lack of clarity of expectation.

**Communication Goals**

- All staff members are aware of regular programming and upcoming special events and are able to discuss them with patrons and direct patrons to materials that relate both to programs and their interests
• Patrons become more aware of library programs and events, think of the library as a place to check for upcoming events, and talk about the library and its programs to the community at large

• Community members are encouraged to approach library staff with programming suggestions

• Trustees and Friends are aware of Library programming and events and mobilize to support them

• Social Media for adult programming to be updated and kept current

Objectives

• Identify topics of interest to our patrons and the wider community through brief, 2-3 question survey (goal is to have these completed and handed back at circulation desk)

• Offer book displays and programs that relate to patron’s interests

• Whole-staff involvement is vital to success; weekly email to inform them of upcoming programs, events, etc.

• Staff will become more proactive in their awareness of programming, events, and activities; Staff Challenge: check calendar each week and promote an upcoming event

• Volunteer to conduct single-question, in-person survey with patrons

• Evaluation bookmarks for programs

Both the Goal and Objectives sections seem more like strategies. See if you can create a big focused goal—one goal! The Objectives should show numbered progress toward the Goal—i.e. increase in program attendance, number of partnerships with community groups etc. --whatever you find relevant and can count.

Positioning Statement

The GB libraries are the best place to come for a “holistic” approach to information: whatever the topic, we can recommend and provide books, audiobooks, films, or interactive resources that are directly and contextually related to patrons’ interests; we are engaged with the community and seek out programs that will enrich the public we serve.
Key Message

“It’s a great big world in here.”

**What is the backstory to this motto? Are we wedded to it?

How long have you been using it? Has there been good response?

Key Audiences

**Internal**

- Entire library staff and Trustees (both groups will need WOMM training, and an understanding of how important they are to its success) **Friends**?

**External**

- Other town departments and employees
- Residents of Great Barrington and environs: outreach to local schools, ESL-students, community groups; elected officials
- Southern Berkshire Chamber of Commerce

Communication Strategies

See Somerville Library’s Communication Strategies section for reference and ideas

Amesbury’s Strategies offer goals to strive for!

Evaluation

This marketing plan will be deemed a success if:

- Program attendance rises for twelve months
- Library staff demonstrates a greater awareness of and enthusiasm for library events through participation in the Staff Challenge