

Strategic Priority: Increase Public Awareness **Outcome:** Improved community awareness of library services **Target:** Increase awareness of library services by 20% by 2020

Initiative: Develop plan for Library Board participation in Outreach events

Actions	Measure of Success	Who's Responsible	Target Date
Develop plan for public awareness initiatives For example: • Attend and give updates on library events, initiatives and ongoing programs at City Council meetings • Participate in Winterwalk at the library • Participate in Riverwalk Market Fair Saturdays • Attend neighborhood are meetings to promote the library • Attend service club meetings (Sertoma, Rotary, etc) to promote the library • Become identifiable as a Library Board member in the community • Developing talking points for library board promoting library services	Written plan developed, approved by Library Board	Library Board (subcommittee?)	September 2018
Implement public awareness plan	Library Board members will act to fulfill plan to include Board-specified minimum expectations (for example, 1 per month per member; monthly reports to Library Board)	Library Board	Ongoing

