

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

**Initiative:** Develop Public Awareness strategies plan

Actions	Measure of Success	Who's Responsible	Target Date
Form committee of library staff for public awareness	Committee of 3-5 staff	Teresa, Committee	4/18
Baseline survey of general public of library services	Completed survey	Teresa, Committee	5-18
Research aspirational libraries for market strategies	Written report on at least 5 aspirational libraries	Teresa, Committee	6-18
Develop best practices report for NPL	Written report	Teresa, Committee	8-18
Prioritize steps, including branding, budgeting, communications strategies and library PR	Written report	Teresa, Committee	8/2018
Implement prioritized steps	Implementation	Teresa, Committee	October 2018
Post brand and marketing plan survey	Completed survey, 20% improvement of awareness	Teresa, Committee	11-20