

## Group 1

### DECISION MAKERS

Board members

### WHAT THEY WANT

- Budget
- Achievement
- High test scores
- “Feel good” stories,
- Positive environment

### HOW YOU PROVIDE THIS

- Presentations
- Newsletters
- Invite to events
- School newspaper
- Present at faculty meetings (even just ten minutes)
- Provide professional development for teachers (help them with their own research, projects. etc.)

### HOW/WHEN YOU COMMUNICATE/DEMONSTRATE YOUR VALUE

- Statistics (circulation, classes, etc.)
- Highlights of monthly report
- Collaboration
- Standards
- 21<sup>st</sup> century skills

### PEOPLE WHO INFLUENCE DECISION MAKER

- Teachers
- Parents
- Principal
- Superintendent
- **STUDENTS**

## Group 2

### DECISION MAKERS

- Supervisor
- Teachers
- Students
- Parents
- Department chairs

### WHAT THEY WANT

- Saving \$
- 21<sup>st</sup> century skills
- PR
- Collaboration
- Time
- Service
- Support/Help
- Collaboration

### HOW YOU PROVIDE THIS

- In-service
- Listen
- Newsletters/emails
- Praise
- Pathfinders/Wiki

### HOW/WHEN YOU COMMUNICATE/DEMONSTRATE YOUR VALUE

- Parent meetings
- Communication
- Department meetings
- Bulletin board
- Food
- Biblios
- Being proactive

### PEOPLE WHO INFLUENCE DECISION MAKER

- Superintendant
- Curriculum coordinator
- Surveys

## Group 3

### DECISION MAKERS

- Superintendent

### WHAT THEY WANT

- Public approval
- Test scores
- Good education
- Resources to complete assignments
- Enjoyable experiences

### HOW YOU PROVIDE THIS

- Publicize programs
- Involve community
- Data to support
- Community visibility
- Use library to stage events
- Collaborate in school activities
- Present at BOE
- College level and life skills
- Credible resources and the instruction on how to use them
- Recreational reading

### HOW/WHEN YOU COMMUNICATE/DEMONSTRATE YOUR VALUE

- Newsletter (email) to staff/administration
- Copy superintendent any emails to staff
- Invite superintendent to library events

### PEOPLE WHO INFLUENCE DECISION MAKER

- BOE
- Parents
- Principals

### ADVOCATES

- Parents as advocates

## Group 4

### DECISION MAKERS

Board members  
Library commission

### WHAT THEY WANT

Positive PR  
Effective use of funds  
Heavy use of library  
Statistics

### HOW YOU PROVIDE THIS

- Inviting them to view programs
- Promoting new collection materials
- Blogging, social networking, library website
- Teen oriented programming, summer reading, game nights, etc.

### HOW/WHEN YOU COMMUNICATE/DEMONSTRATE YOUR VALUE

- Newsletters
- Newspapers
- Pictures
- Surveys for services and programs
- Patron feedback
- Library website
- Attend board meetings

### PEOPLE WHO INFLUENCE DECISION MAKER

- Library director
- Patrons of all ages
- Outreach recipients

### PART 2: ADVOCATES

- Library patrons

### WHAT THEY WANT OR VALUE

- Programming
- Current collection
- Good customer services

## Group 4 – continued

- Available technologies

### HOW YOU PROVIDE THIS

- Stay current with reviews
- Weeding
- Market trends
- Having enough copies/computers
- Promote a high standard of customer service
- Provide programming

### HOW YOU CAN MAINTAIN AN ONGOING RELATIONSHIP WITH ADVOCATE

- Purchasing patron requests
- Having summer reading lists and books
- Analyzing collection gaps
- Incorporating patron programming requests

## Group 5

### DECISION MAKERS

- Board of trustees

### WHAT THEY WANT

- Saving money
- Serving the community
- Good PR

### HOW YOU PROVIDE THIS

- Getting grants
- Providing programs
- Provide programs to influence adults

### HOW/WHEN YOU COMMUNICATE/DEMONSTRATE YOUR VALUE

- Press/newspapers
- Keeping public informed
- Making return on investment accessible to all parties

### PEOPLE WHO INFLUENCE DECISION MAKER

- Mayor
- City council
- Public perception

## Group 6

### DECISION MAKERS

- Board of trustees

### WHAT THEY WANT

- High traffic
- High circulation
- Good return on investment
- Collaboration with schools
- Lots of programs
- Good customer service

### HOW YOU PROVIDE THIS

- Work on summer reading lists together
- Continually fostering relationships between school and public libraries
- Cooperative programs
- Be aware of social issues and addressing them

### HOW/WHEN YOU COMMUNICATE/DEMONSTRATE YOUR VALUE

- School announcements
- Creation of videos/podcasts that tell your story
- Staff attendance at board meetings
- Press coverage
- Suggestion box/website comments that highlight positive library experience
- Use Friends of the library to help share positive stories
- Story time success stories

### PEOPLE WHO INFLUENCE DECISION MAKER

- Community leaders
- Mayor
- Longtime library users
- Director
- Friends of the library
- Education community
- Local business community

## Group 7

### DECISION MAKERS

- Director
- Branch manager

### WHAT THEY WANT

- High circulation
- Gate count
- High program attendance
- Customer satisfaction
- Provide user needs

### HOW YOU PROVIDE THIS

- Statistics
- Positive publicity
- Documentation via photos and teen video
- Feedback from customers

### HOW/WHEN YOU COMMUNICATE/DEMONSTRATE YOUR VALUE

- Local government meetings
- Library board meeting
- School collaboration
- Community collaboration

### PEOPLE WHO INFLUENCE DECISION MAKER

- Business owners
- Tax payers
- Customers
- Library board
- Local politicians
- Staff

### PART 2: ADVOCATES

- Teens
- Parents
- Librarians/schools

### WHAT THEY WANT OR VALUE



## Group 7 – continued

- Teens – own space, responsibility wanted

### HOW YOU PROVIDE THIS

- Dedicated programs
- TAB
- Asking for advice
- Volunteer opportunities
- Develop relationship with teens
- Food and drink/prizes

### HOW YOU CAN MAINTAIN AN ONGOING RELATIONSHIP WITH ADVOCATE

- TAB regular meetings
- Programs
- Ask them to contribute
  - Organize programs
  - Book reviews
  - Program development
- Community service
- Outreach
  - Social network
  - Ask teens to talk it up