

## APLNB/ABPNB COMMUNICATION PLAN

### General

The development of a Communication Plan for the Association was recognized as an essential action for the fulfillment of the APLNB Strategic plan 2009-2012. A four member working group has developed a proposal to be discussed at the 2010 AGM. The importance to identify communication opportunities and to plan strategic content for effective communications cannot be underestimated. The following chart outlines how the communication plan will be implemented based on the two key statements that were determined as essential for the development and growth of the Association.

It has been recommended that for the first year of the implementation of this plan (2009-2010), the Association will focus its effort on increasing its membership and the internal visibility (members / non-members professional librarians) – part 1 of Statement #1.

### Statement # 1: *Increase internal and external visibility for the Association*

#### Key Messages:

Organize professional development activities; Foster closer ties among our membership; Mentor new librarians; Partner with other library organizations

		<b>In charge</b>	<b>Timeline</b>	<b>Comments</b>
<b>Current Attitudes</b>	<p>It is the belief of the committee that the Association needs to increase its visibility to all professional librarians.</p> <p>Create a general survey in order to identify current attitudes held by professional librarians and to provide benchmark data.</p>	Executive (Jeanne / Hector)	Jan-Feb 2011	Survey sent Jan 2011, will close on Jan. 31st, result analysis - Feb / March 2011
<b>Strategy</b>	<p>Direct communication to first time members and new librarians.</p> <p>Establish contacts with other associations.</p> <p>Participate in provincial and professional events.</p>			
<b>Strategic Actions</b>	<p>President to send a letter / welcome kit to first time members and new librarians.</p> <p>Involve association members on different committees.</p>	Executive / Jeanne	Winter - Spring 2011	To prepare the letter / the kit; then - ongoing

## APLNB/ABPNB COMMUNICATION PLAN

	<p>Create a list of members who may sit on committees in other <u>library organizations</u> and recognize their role in increasing external visibility of the organization.</p> <p>Create an introductory letter to be sent to other associations.</p> <p>Ensure organizations are updated annually in the membership directory.</p> <p>Discuss the role of the archival records in increasing the visibility of the organization.</p> <p>Identify professional events in which the APLNB should try to participate (<i>i.e. Frye Festival, etc.</i>)</p> <p>Suggest relevant events to members (<i>Biblionet ; find quicker / easier ways to communicate =&gt; social media</i>)</p> <p>NB: due to our size and lack of funds it might be difficult to participate in a sufficient number of events.</p>			<p>Membership directory to be brought online =&gt; ongoing update</p>
<p><b>Target Audience(s)</b> <b>Phase 1 : internal visibility</b></p>	<p>Professional members/non-members</p>			
<p><b>Target Audience(s)</b> <b>Phase 1 : external visibility</b></p>	<p>Related organizations (Education /Literacy) Other professional associations (APLA) Media Government General Public – specific groups will be added as identified</p>			
<p><b>Communication Vehicles</b></p>	<p>Website E-Mail (internal communication) Newsletter Social Media: Facebook, Twitter, blogs Open letters to paper</p>			

## APLNB/ABPNB COMMUNICATION PLAN

	Posters Professional discussion lists			
<b>Spokesperson</b>	President Alternate contacts (to be listed later)			
<b>Timing</b>	Ongoing			
<b>Tools</b>	<p><b>First time members</b> Personal contact</p> <p>Host events in various regions of the province</p> <p>Send a welcome letter and membership form to new colleagues</p> <p>Ask members to send names of new colleagues in their place of work</p> <p>Send flyers about conferences</p> <p><b>Contacts with other associations</b> Send introductory message to associations</p> <p>Send letters from the President to presidents of other associations to establish personal relationship</p> <p><b>Participate in Provincial and Professional Events</b> Host a reception at APLA 2010</p> <p>Identify events to attend and promote organization</p>			done (APLA 2010 in Saint John)
<b>Timeline</b>	<p>Present rough draft of communication plan to Executive on April 10'10 meeting - <i>done</i></p> <p>Arrange a meeting with Jason Humphrey to discuss the plan</p>			done  done

## APLNB/ABPNB COMMUNICATION PLAN

	<p>prior to completing the final document - ✓ <b>done</b></p> <p>The newly elected Board (2010-2011) will launch the necessary actions in order to fulfill the recommendations.</p>			
<b>Distribution</b>	<p>Send information to members via email list / in Biblionet / on the website.</p> <p>Provide information at AGM.</p>			
<b>Cost</b>	<p>Set priorities.</p> <p>Set aside resources for emergency communications.</p>			
<b>Evaluation</b>	<p>Compare membership numbers with previous years.</p> <p>Complete a second survey in 2 years time.</p>			

**Statement # 2: *Be better involved in decision making (i.e. politicians, media, stakeholders)***

**Key Messages:**

Make the organization better known to the provincial decision-makers; Lobby on behalf of profession

		<b>In charge</b>	<b>Timeline</b>	<b>Comments</b>
<b>Current Attitudes</b>	<p>It is the belief of the committee that the Association is invisible in the eyes of those identified (i.e. politicians, media, etc.).</p>			
<b>Strategy</b>	<p>Identify decision-makers.</p> <p>Identify the person to influence and the best tool to reach</p>			

## APLNB/ABPNB COMMUNICATION PLAN

	<p>that person. Provide professional development to our own members on lobbying and how to identify key lobbyists.</p>			
<b>Strategic Actions</b>	<p>Match decision-makers to the issues. Develop general introduction materials to introduce the Association to decision-makers. Identify opinion-makers if Association hopes to influence public opinion. Use the list of conference themes in the directory to identify someone who has experience in lobbying. Be aware that there could be competition from other organizations also trying to reach decision-makers.</p>			
<b>Target Audiences</b>	<p>Government decision-makers at both provincial and municipal levels Media Public</p>			
<b>Communication Vehicles</b>	<p>Personal contact with media – meet the editors in advance so they will know who to contact if there are library questions being asked by the public. Lobby with decision-makers.</p>			
<b>Spokesperson</b>	<p>President Alternate contact will be listed later</p>			
<b>Timing</b>	<p>Ongoing</p>			
<b>Tools</b>	<p>Create an intelligence database of contacts and other useful information. Consider the following items for inclusion: a) list the expertise of the members using the directory</p>			

## APLNB/ABPNB COMMUNICATION PLAN

	<p>information</p> <p>b) list documents on an issue</p> <p>c) list the regional directors, politicians, media and association contacts</p> <p>Survey members to determine if there are special needs to be addressed.</p>			
<b>Timeline</b>	To be developed later, but always look for opportunities to voice our opinion.			
<b>Distribution</b>	<p>Send information to Departments responsible for various libraries.</p> <p>Create informational documents listing contact information.</p> <p>Provide information at various community events.</p>			
<b>Cost</b>	<p>Set priorities.</p> <p>Set aside resources for emergency communications.</p>			
<b>Evaluation</b>	Compare number of contacts made with decision-makers to issues addressed.			