

libraries. online. campaign overview

welcome to your Saskatchewan e-library services and resources



Campaign Goals and Objectives

This campaign was created by the Multitype Library Board in response to promotion needs expressed by libraries in Saskatchewan.

The intent of the campaign is to promote an image of libraries that illustrates their changing and central role in access to information. This means ensuring that Saskatchewan people are aware of the information services available through libraries. It also means updating their image and reinforcing access to information as a democratic right for citizens in Saskatchewan.

As an outcome, we hope that libraries are used and valued by people in Saskatchewan and that libraries are seen as the first stop to accessible, quality information.

In sum, the goals are to:

- Promote the value of libraries and their online or e-library services.
- Increase awareness and use of e-library services.
- Provide support to all libraries to promote their value to their clients in a cost-effective manner.
- Provide support to all libraries in the promotion of their e-library services.
- Provide consistent messaging across libraries when promoting e-library services.

Key messages

Campaign materials have been designed to send the following key messages to Saskatchewan people:

PRINT

- Everyone can get reliable information quickly and easily through our online library services or at your library. Visit www.mylibrary.sk.ca for more information.
- Whether you are online or at your library, our staff members are information professionals who can help you find information you need.
- Online library services are available on any computer. All you need is a library card. Visit www.mylibrary.sk.ca for more information.

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RADIO

- Visit www.mylibrary.sk.ca for information about online library services. All you need is your library card! That's www.mylibrary.sk.ca.
- Online or at your library, library professionals can help you find information. Visit www.mylibrary.sk.ca for more information.

How Do Libraries Participate?

We hope that all types of libraries will actively participate in the distribution and promotion of the campaign and its materials ensuring their local community is well-informed about the online services libraries have to offer.

Posters and bookmarks

Posters, which will be sent to your library in August/September, can be posted in and out of your library. Place posters in locations that will reach people who may not normally frequent your library. Bookmarks, which will also be sent in August/September, can be distributed to your patrons. These materials are colourful and eye catching. Your library logo may be added to the posters, using a sticker or decal (please follow the Use of Images Guidelines).

Campaign Materials

Take a look through the campaign materials available for download at www.mylibrary.sk.ca. Talk with your library staff about how the campaign concepts can be promoted at your library. The **Promotions Idea Guide for E-Library Services** offers a wealth of ideas for events and activities. Ready made articles, in various formats, can be downloaded and distributed. The campaign logo can be downloaded and used to produce special products such as mugs, t-shirts, etc. (please follow the Use of Images Guidelines).

Online Library Services

Make sure that you and your staff understand the online library services promoted by the campaign. Identify the unique online services your library offers that you want to promote. Ensure that your staff understand the province-wide e-library services being promoted. Fact sheets at www.mylibrary.sk.ca describe the province-wide e-library services, highlighted by the campaign -- Saskatchewan Libraries: Ask Us, Gateway, and online articles. Contact your library sector champion or co-ordinator for more information.

Communication

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We hope that you will also contribute your ideas for the campaign. Use the Campaign e-mail discussion list, promotion-l, to contact other libraries to discuss the campaign. If you are planning an activity or event that is not already described in the Promotions Idea Guide for E-Library Services, please send in your activity plan for inclusion in the searchable database.

A Campaign Tool Kit will accompany the posters and bookmarks you will receive in August. The toolkit will highlight the campaign materials available.

Campaign Co-ordination

The campaign is being co-ordinated by a working group of volunteers organized by the Multitype Library Board and supported by the Provincial Library, Saskatchewan Learning. These volunteers have created and organized the campaign materials and are responsible for distributing materials, co-ordinating province-wide events, providing support and assistance to libraries, and evaluating the success of the campaign. Campaign "Champions" and co-ordinators for each library sector are available to answer your questions and discuss the campaign. (See attached contact lists.)

Campaign Timelines

June/July – Libraries receive this planning package.

August (1st week) – Distribution of posters, bookmarks, and Campaign Tool Kit to libraries.

September 5th Week – Campaign Kickoff, Province-wide Kickoff Event TBA

September – October – Campaign ongoing with local activities.

October 17th Week – Blitz in conjunction with Saskatchewan Library Week.

October 23rd – End of blitz week. Evaluation process of intense campaign begins.

Post 6-week intense Campaign:

Please continue to use the promotion tools and materials to promote your online library materials. This campaign is intended to continue in some manner over the next few years. Stay tuned for ways to continue using the campaign slogan and image, as well as other tools!

Evaluation

We want to measure the success of the campaign. Campaign co-ordinators will be creating an evaluation process to determine campaign effectiveness.

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We encourage you to provide your feedback and suggestions. The Evaluation will include

- Usage statistics for the province-wide e-library services (Ask Us!, Gateway, Databases)
- Web site statistics to identify where users are going when leaving the splash page

- Provincial polling results (provides a benchmark of public awareness of the e-library services)
- Survey with SLA members about the success of the campaign
- Poll with selected libraries about their usage of the promotional materials and their expected continued use

Detailed information on evaluation processes will be posted at www.mylibrary.sk.ca and included in the Tool Kit you will receive in August.

Post-Campaign

If the campaign is well-received, we hope to continue using the promotional products in some manner. Stay tuned for future developments!