#ILIBRARYGVL: ESCAPE FROM THE POSTER SWEATSHOP
MICHÈLLE HANNON
GRAPHIC DESIGNER

DANEEN SCHATZLE
COMMUNITY ENGAGEMENT COORDINATOR

MARY FRANCES SHELATO
ADULT PROGRAMMING COORDINATOR
2005–2007
I can has planet status?
Brian Moore’s Profile

Picture

Send Brian a Message
Poke Him!

Connection
You are in a relationship with Brian.

Mutual Friends
You have 19 friends in common with Brian.

Access
Brian is currently logged in from a non-residential location.

Friends at Puget Sound

Information

Account Info:
Name: Brian Moore
Member Since: May 21, 2005
Last Update: July 19, 2005

Basic Info:
School: Puget Sound '09
Status: Student
Sex: Male
Residence: Todd 311
Birthday: 09/02/1986
Home Town: Shorewood, WI 53211
High School: Shorewood Hi '05

Contact Info:
Email: bmoore@ups.edu
Screenname: DoctaBu
Mobile: 414.702.7426
Websites:
http://www.doctabu.com
http://www.livejournal.com/users/doctabu
http://www.flickr.com/photos/doctabu

Personal Info:
Looking For: Friendship
Interested In: Women
Relationship Status: In a Relationship with Rachel Buethe (Tiny Tykes Day Care)
Political Views: Very Liberal
WHAT WERE WE DOING?
POSTERS

FLYERS

NEW PATRON PACKET

NEWSLETTER
PRINT-BASED WORKFLOW

PUBLICITY REQUESTS?

YOUR WISH IS MY COMMAND
2008–2011
Dear Doug.......I found you!!!! xoMom

Mrs. Darcy Forester
12:17pm April 23rd

Reply:
WHAT WERE WE DOING?
HIGH VOLUME INVENTORY & SYSTEM WIDE PROMO

PUBLICITY REQUESTS?

“THERE ARE A FEW PROVISO"
CRISIS OF 2011
Multiple locations offering the same program were counted separately. Programs offered over the course of two or more consecutive days were counted as one. Weekly recurring programs were counted as one per month if the program content did not change. Programs that occurred at the same location on the same day at back to back times were counted as one. Exhibits and displays were not counted.

Notes: Children’s program figures do not include story times. Teen figures do not include Teen Advisory Board before 2009. Data from 2006 is missing. Access was restructured in 2012 to fit more text in less pages.
Print demand is too high

Extra projects and grants are too much to handle

High volume inventory proves problematic

Relationships with staff are strained

No time for social media

Community relations not growing
2012–2014
WHAT DOES THE FOX SAY?
WHAT ARE YOU DOING?

Ch, Ch, Ch, Ch, Ch, Ch, Ch, Ch

CHANGES
EVALUATION

WORKFLOW CHANGES

STAFF RELATIONSHIPS

COMMUNITY RELATIONSHIPS
USED SURVEYS AT PROGRAMS
GATHERED INVENTORY STATS
GOT INPUT FROM OUTSIDE THE DEPT
EVALUATED PAST PROGRAM ATTENDANCE STATS
WORKFLOW CHANGES
Posters

Flyers

New patron packet

Newsletter

TV Screens

Bookmarks

Redo

Change
NEW PUBLICITY REQUEST METHODS

TELL US WHAT YOUR GOAL IS AND WE’LL HELP YOU REACH IT
ADULT PROGRAMMING

DISCONTINUED PROGRAM ATTENDANCE FORM

STOPPED SCHEDULING PROGRAMS THAT WERE NOT WELL ATTENDED

BUILD COMMUNITY RELATIONSHIPS
STAFF
RELATIONSHIPS
COMMUNICATION

REGULAR EMAIL UPDATES

PROGRAMMING HUB ON STAFFWEB

PROGRAMMING ROUND TABLES

KEEPING IN TOUCH
BUY-IN

BRANCH VISITS

STAFF BEGAN USING TEMPLATES

STAFF CREATED THEIR OWN EMAIL LISTS

STAFF BEGAN TO TAKE OWNERSHIP OF THEIR PROGRAMS

COMPUTER TUTORING & BOOK A LIBRARIAN
CHEERLEADING

Saying yes first to get staff excited

Once excited, focus on quality

Encourage branches to use $
COMMUNITY RELATIONSHIPS
PARTNERSHIPS MEETING REGULARLY
APC BECOMES BETTER RESOURCE TO STAFF
PRESS RELATIONS
SOCIAL MEDIA INTERACTIONS
OUTREACH
How do you library?
Upload a photo to Instagram showing how you use the library and use the hashtag #ILibraryGVL.
@GreenvilleLibrary
2015 & BEYOND
WEBSITE REDESIGN

LOGO UPDATE

PRODUCT AWARENESS

TREEHOUSE TRAINING, ETC

FROM SYSTEMATIC TO INDIVIDUAL BRANCH APPROACH

JOINT PROGRAMMING

WORKING WITH COMMUNITY ORGS
CHALLENGES
Greenville County Library System

www.greenvillelibrary.org
Greenville County Driving Tour of Historic Sites

BUY ME!
STRATEGY FOR WINNING

IS WINNING