### Comm. Plan Dashboard – Leading Indicators

**Updated for March 2013 data**

#### Objective
- Effectively communicate the Library’s services, programs and collections
- Increase community awareness of the value and benefit of the Library’s services, programs and collections
- Influence public funding stakeholders to want to increase funding to the Library
- Influence private donors to want to give their resources to the Library

#### OPERATIONAL EXCELLENCE AND COMPLIANCE

**Weekly Metrics**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Relevant, timely compelling, and accurate key messages</th>
<th>Relevant, timely compelling, and accurate internal key messages</th>
<th>Adherence to branding standards</th>
<th>Media relations report</th>
<th>Production of a welcome email and 12 issues of a monthly newsletter</th>
<th>Progress on communication s plan for ImagInOn</th>
<th>Progress on targeted/ ongoing advocacy</th>
<th>Facebook weekly total reach range of 2000-2500</th>
<th>Progress on individual communication s plan for the new Library fundraising structure</th>
<th>Budget appropriate for organizational needs and position in fiscal year</th>
<th>Compliance with public records law</th>
<th>Compliance with public meetings law</th>
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#### Media Relations & Customer Service Metrics

**E-News and Social Media Metrics**

**Comparison of Monthly Enews Opens and Clicks**

- Industry open rate avg: 22%
- Industry click rate avg: 15%

**Facebook Weekly Total Reach**

- FY11 Clicks
- FY12 Clicks
- FY13 Clicks
- FY11 Opens
- FY12 Opens
- FY13 Opens

**From Vocus analytics (see monthly detail report)**

**News vs. Activities Chart**

- News
- Number of Activities

**M&C Internal/External Customer Service Survey**

Please respond to the following statements about your most recent interaction with Library Marketing & Communications.

- The quality of service was very important.
- Staff responded to your needs in a timely fashion.
- Communication was effective.
- Staff treated you with respect and dignity.
- Staff handled your issues on time and efficiently.
Obj 2: Increase community awareness of the value and benefit of the Library’s services, programs and collections

Obj 3: Influence private donors to want to give their resources to the Library

Note: the point scale was changed from FY11 (1-4) to FY13 (1-5), making this hard to compare.

Best comparison is to say, in FY11, 38% said “probably or definitely not;” in FY13, 28% said “not likely.” Which shows a positive trend.

Question was not asked in FY13 survey