

## **Branding**

To develop a set of brand attributes to serve as a platform for a broad understanding of TML's unique role and contribution to the Cape Elizabeth community.

1. Review library branding powerpoint by Liz Doucett in a workshop.
2. Conduct brand audit of PR materials.
3. Develop list of brand attributes and test them - grandmother test.  
    "compressed iconic statement of thoughts" sense of excitement internally and outward facing for essence of a library is consistent overtime, only the delivery system changes over time
4. What does the communication process look like?

*Goal date 12/30/13*

*Steward: RuthAnne  
with Blaine*

## **Community Outreach**

To develop a program of outreach to build productive relationships, improved understanding and support between the library and the community.

1. Develop a plan to engage and interact with:
  - a. School Board
  - b. Civic groups
  - c. Community services
  - d. etc
2. Develop ongoing public communications strategy and create the content of the message

*Goal date 12/30/13 - and ongoing*

*Steward: Julia  
with Lee*

## **Programming**

To review and evaluate TML's current programming efforts for effectiveness and optimize future resource allocation for maximum impact.

1. Data collection and aggregation and test for market penetration of present programming.
2. Review community demographic groups and test assumptions of balance.
3. Analyze failures and successes for clues and define "success."
4. Determine desired outcome and metric for success to targeted audiences.

*Goal date 12/30/13 - and ongoing*

*Steward: Ken  
with Judy*

## **Trustee Education**

Develop tools and processes to become a more informed and effective board to support both the library and its director.

1. Develop a "handbook" of the library's governing documents and salient operating procedures and measurables by June 1, 2013
2. Develop experiential opportunities to educate and enlighten trustees.

*Goal date 6/01/13*

*Steward: Lee  
with Blaine*