

**#ILIBRARYGVL:
ESCAPE FROM THE
POSTER SWEATSHOP**



MICHELLE HANNON
GRAPHIC DESIGNER



DANEEN SCHATZLE
**COMMUNITY ENGAGEMENT
COORDINATOR**



MARY FRANCES SHELATO
ADULT PROGRAMMING COORDINATOR

2005-2007

I can has planet status?







quikk search

- [My Profile \[edit \]](#)
- [My Friends](#)
- [My Groups](#)
- [My Parties](#)
- [My Messages](#)
- [My Account](#)
- [My Privacy](#)

**Summer
Jewish
Adventure
New York City**



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

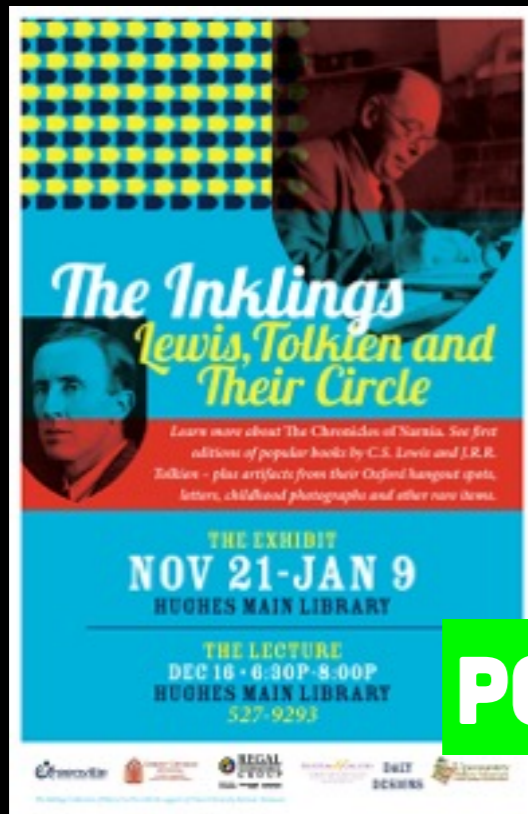
Basic Info:
 School: Puget Sound '09
 Status: Student
 Sex: Male
 Residence: Todd 311
 Birthday: 09/02/1986
 Home Town: Shorewood, WI 53211
 High School: Shorewood Hi '05

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



NEW PATRON PACKET



FLYERS



NEWSLETTER

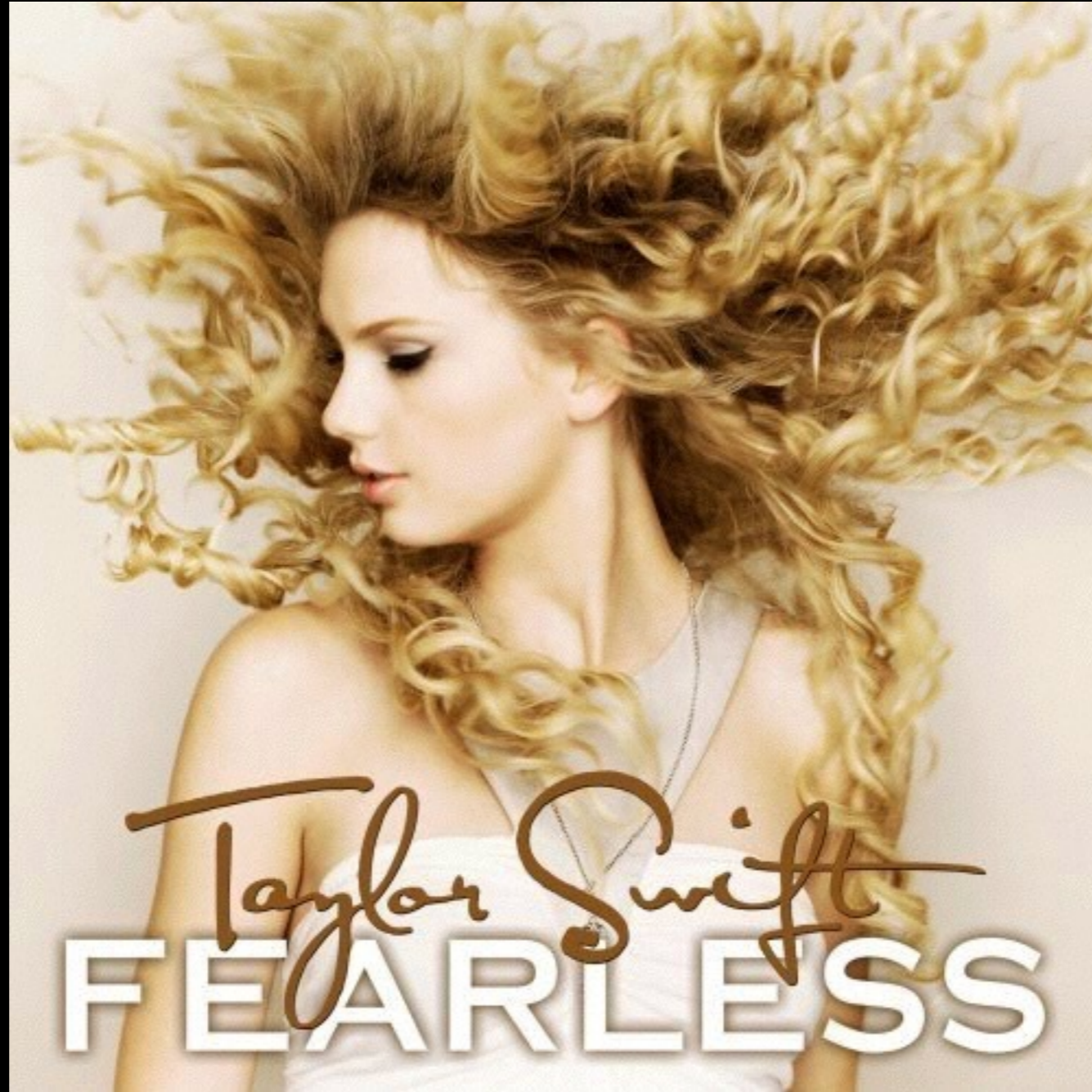
PRINT-BASED WORKFLOW

PUBLICITY REQUESTS?



**YOUR WISH IS
MY COMMAND**

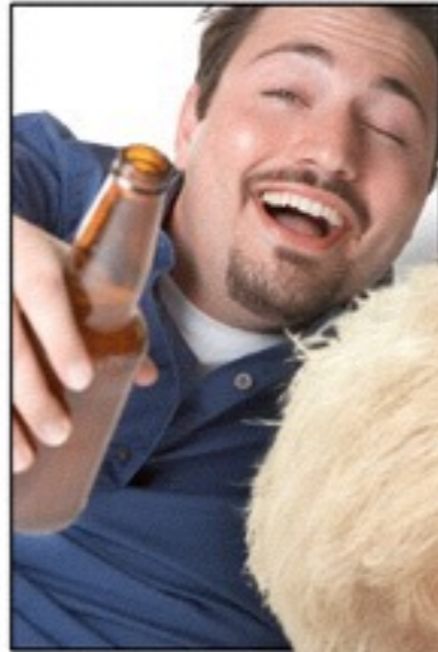
2008–2011



Taylor Swift
FEARLESS

Douglas (Brewster) Forester

Profile ▾



Networks: None
Sex: Male
Relationship Status: Single
Whatever I can get
August 12, 1972
Calgary
Moderate

See All

View Photos of Doug (b...

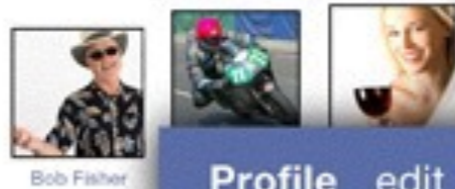
Send Doug Message

Poke Him!

Friends

55 Friends

See All



Bob Fisher



Noel Kamiya

Inbox Sent Messages

"Dear Doug.....I found you!!!! xoMow



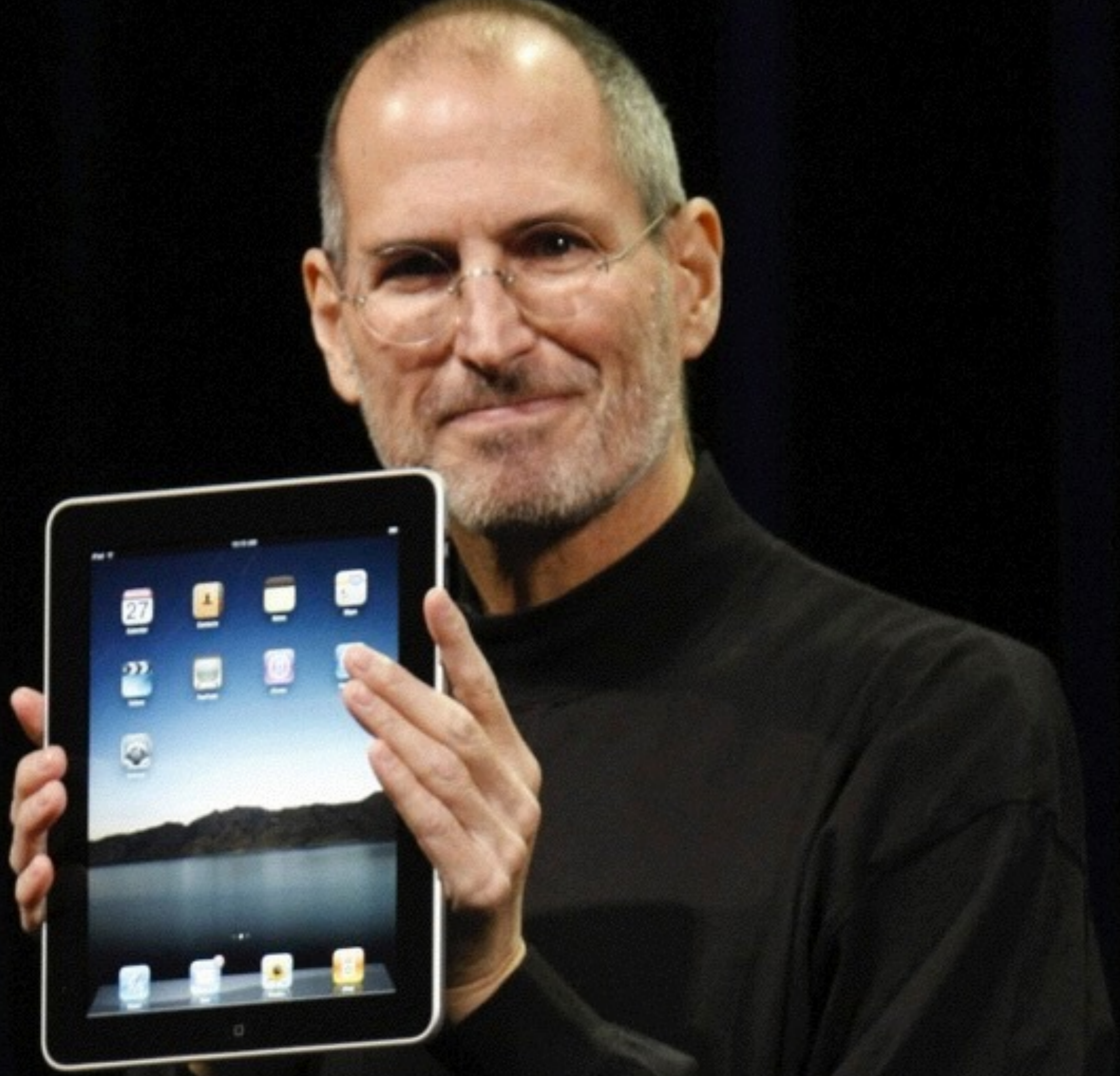
Georgina



Mrs. Darcy Forester

12:17pm April 23rd

Reply:



WHAT WERE WE DOING?



POSTERS



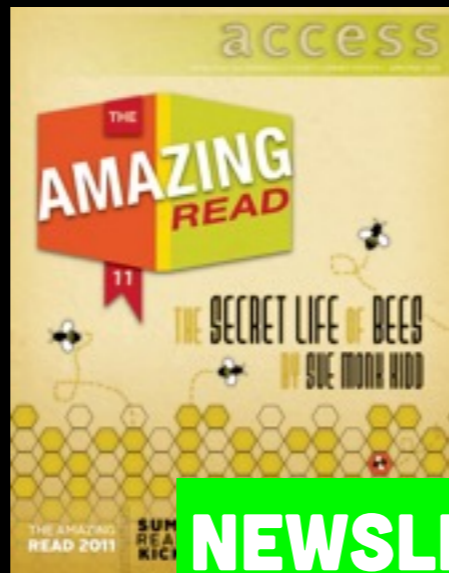
NEW PATRON PACKET



BOOKMARKS



FLYERS



NEWSLETTER



TV SCREENS

HIGH VOLUME INVENTORY & SYSTEM WIDE PROMO

PUBLICITY REQUESTS?



**“THERE ARE A FEW
PROVISOS”**

CRISIS OF 2011

125

100

75

50

25

0

2005
8 pgs

2007
10 pgs

2008
12 pgs

2009
16 pgs

2010
24 pgs

2011
24 pgs

2012
20 pgs

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?

wt ↗



Start



Jean Stone
Thank you for your help!
It was great to have your help moving

Mail 8

House warming party
Jean's new house
5:30 PM – 9:00 PM

24
Monday

Photos

Video, Music, Gamepad, Camera icons

Polar bears enjoy fun, freedom in their new home

Skype

People gallery with photos of friends.

BLUE YONDER - 6/24/2013
80.81 ▲ +0.10% (+0.08)

Internet Explorer

Help + Tips

Food & Drink

Alarms

SkyDrive

Maps

68°
San Francisco
Sunny

Sports

Travel

Calendar, Settings icons

Desktop

Today
65° / 52° Mostly sunny

Tomorrow
68° / 53° Partly sunny

Weather

Store

Reading List

Health & Fitness

Excel 2013

WHAT

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

DING?



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



NEW PATRON PACKET



BOOKMARKS



NEWSLETTER



FLYERS



TV SCREENS

REDO

CHANGE



TEMPLATES



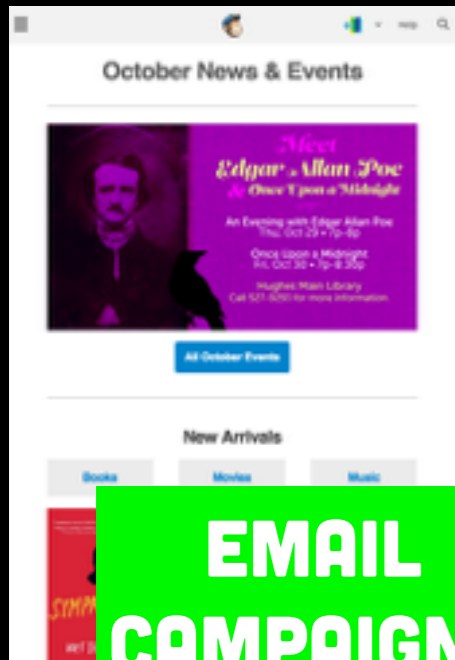
NEW PATRON BROCHURE



NEWSLETTER



TV SCREENS



EMAIL CAMPAIGNS



T-SHIRTS & MAGNETS



SOCIAL MEDIA



WEBSITE

NEW PUBLICITY REQUEST METHODS

TELL US WHAT YOUR GOAL IS AND
WE'LL HELP YOU REACH IT




GREENVILLE COUNTY
Library
SYSTEM



MARVEL
GUARDIANS
OF THE BRAND

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



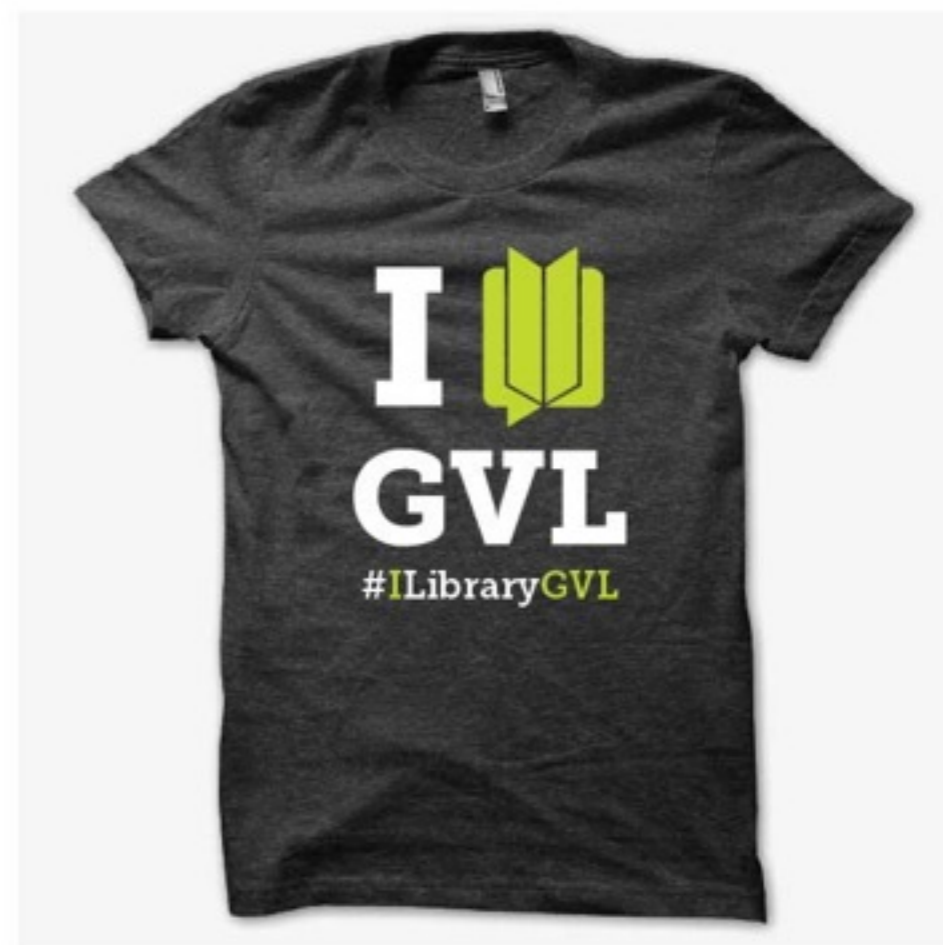
GVL

#ILibraryGVL

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

NO CASH OR
VALUABLES IN VEHICLE

DODGE





www.greenvillelibrary.org



Greenville County DRIVING TOUR *of* HISTORIC SITES

\$4.00



 **Greenville**
County Library System

Experience Greenville's Past



STRATEGY FOR WINNING



IS WINNING