

Community Relations, Customers, Fines and Fees

get to



Background

- \$11 Million owed in library fines and fees
- Board of Trustees redefined "Customer in Good Standing" (CIGS)
- CIGS defined as no overdue items or monies owed

PR Campaign

- 6 month advance notice to customers
 - Developed slogan and logo
 - Staff stickers
 - Half sheet fliers in every customer's hand at checkout and in every hold
 - Plasma screen rotation
 - Library website
 - Bookmarks
 - Table-top signage to all branches
 - Internal City Employee Portal
 - Media Outreach
 - Social Media

Staff Training

- Internal Education
 - Staff Stickers
 - Bookmarks
 - Staff Feedback

Implementation

- Customer Reaction
 - In person
 - Online
 - Policy Revision



Q&A

Start Here. Go Anywhere.