

Achieving the Dream to Go Green

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Overview

- Broward County Library's Web Site.
- Feedback & Relaunch.
- Electronic Communication.
- Tips & Tricks.



Broward County Library's Web Site

In 2004:

- Mainly external links.
- No content or features.
- No communication with customers.

By 2009:

- Interactive Web site with innovative features, electronic communications, and record statistics.



Feedback and Relaunch

First step – create a survey to gather information:

- Define customer characteristics.
- Identify customer needs and wants.
- Determine customer usage.



Feedback and Relaunch

Four methods for survey:

1. Print – Survey available in monthly magazine.
2. Web site – Online form.
3. In Person – Administered during peak library hours.
4. Impromptu – Proactively talked to customers.



Feedback and Relaunch

What worked best?

- Web site – Quickest results.
- Impromptu – Most-detailed information.



Feedback and Relaunch

What did we learn?

- A Web site must provide essential information that customers need PLUS interesting features to capture their attention.
- The first impression of a Web site is critical to users. Users may not revisit the Web site if navigation is poor and information is not available.



Feedback and Relaunch

Redesign of Web site:

Use the redesign of the Web site as a promotional tool to get additional publicity as well as customer input.



Feedback and Relaunch

Redesign of Web site:

- Customers selected the My Library Online logo and features for Research Corner.



Feedback and Relaunch

Redesign of Web site:

When the site is relaunched -

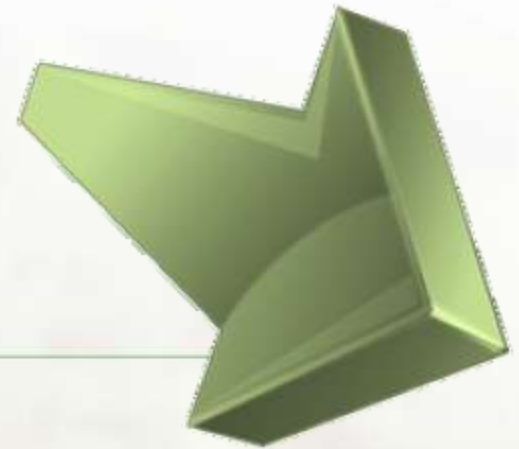
- Track the statistics carefully.
- Test and test new features – never stop improving!



Electronic Communication

Why is two-way communication essential?

Information posted on the Web is only one-way – directed *at the customer.*



When Communication Becomes Two-way:



- Customers are reminded of the variety of online resources and are directly referred to the library's Web site.
- Customers are continually building a relationship with the library and developing a positive-brand image.
- Customers are being conditioned to expect direct communication from their library – every week, every month.



Electronic Communication

In November 2004, we started a monthly E-Newsletter. It was just text-based – no links, no graphics other than a header:

<http://www.browardlibrary.org/enewsletter/nov04.htm>





-Newsletter

November 2004

FIND OUT ABOUT THE FOLLOWING EXCITING PROGRAMS, EVENTS, AND SERVICES AT BROWARD COUNTY LIBRARY

StoryBook Festival

Children and their families are invited to a world of imagination at the Broward County Library StoryBook Festival from 10 a.m. to 4 p.m. on November 13 at the Southwest Regional Library.

The free festival will feature performances on two stages, local children's authors, crafts, the Fantasy Forest, and much more. The first 2,000 children at the festival will receive a free book, courtesy of Union Planters Bank.

Jewish Heritage Month

More than 25 library programs will be presented in November in celebration of Jewish Heritage Month. Programs include an Israeli art exhibit and reception, a Family Celebration of the Jewish Sabbath and a book signing.



Electronic Communication

- Now communicating with customers on a regular basis.
- Customers rapidly and consistently signing up.
- Constant improvements are made to the product.
- In 2007, the E-Newsletter won Best of Class in the National Association of County Information Officers awards competition.





Job Hunting?

Library Offers Free Resources for Job Seekers

Use your library to job search, write résumés, and improve employability skills.

In today's tough economy, you need all the help you can get when it comes to your career. The assistance you need is available at Broward County Libraries – find out how to improve your résumé, get information on companies you want to work for, or learn new skills at library locations countywide.



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by or visit online. Looking for a job or know someone who is? Get free help at your local library. Don't for

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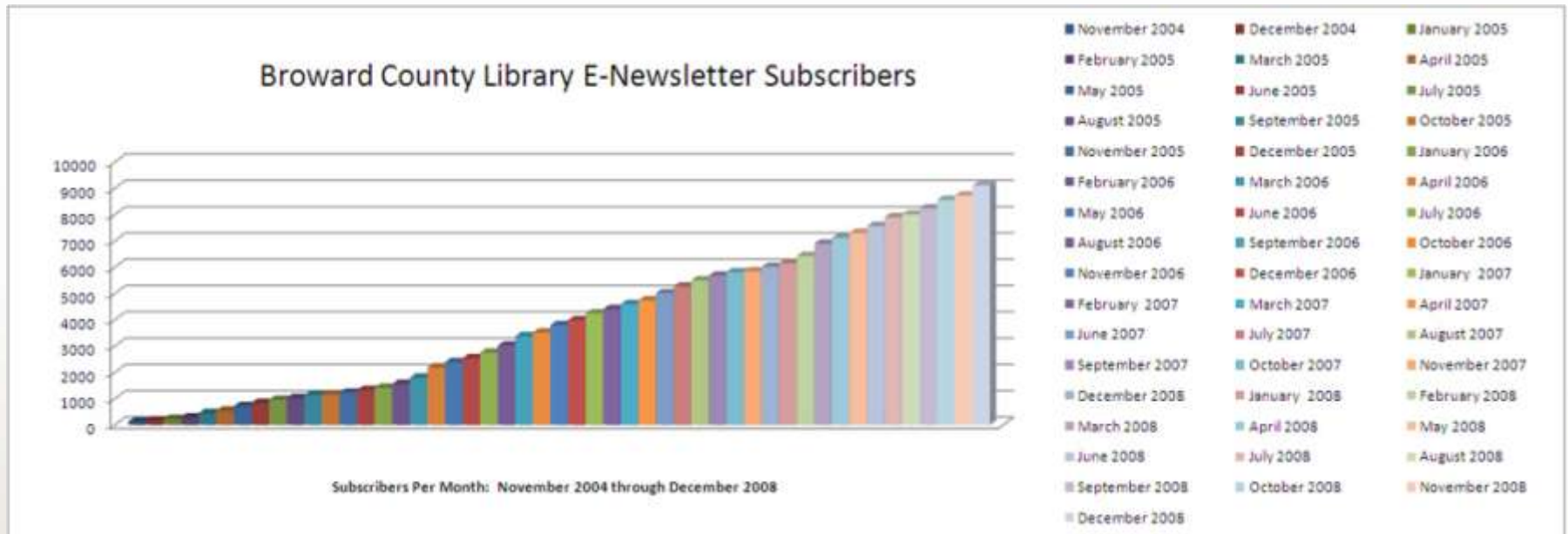
CHECK OUT BEING GREEN



VISIT US @ WWW.BROWARD.ORG/LIBRARY

Electronic Communication

Tracked growth:



Electronic Communication

With documented success and sustainability, three new services were introduced to further-develop electronic communications:

- E-Spotlights



- E-Updates



- E-Invitations



Go Green

Tips for repositioning a reduced budget to a green marketing tool:

- Replace print materials with .pdf versions uploaded to the Web site.
- Upload .pdf versions or Web pages of press releases to increase search-engine optimization.
- Develop online communication tools.
- Utilize social-networking sites.



Go Green

Tips for repositioning a reduced budget to a green marketing tool:

- With fewer online databases and the need to increase usage of the current subscriptions, use computers in libraries to promote specific databases - giving users a hands-on experience that will encourage future use.



Go Green

Tips for repositioning a reduced budget to a green marketing tool:

- Create an Experts' Database
 - Promote your most-valuable resource, your people.
 - Find out the specialties and interests of your employees. Develop features and content around this information to create a network of experts.



Thank you.

