

**POS Element 7 – Awareness and Advocacy**

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
<p>Increase the knowledge of the general public, library users, trustees, community leaders and legislators about programs and services that all County libraries offer</p>	<p>Community members are up to date with library activities</p> <p>Libraries are more readily included in community planning activities</p> <p>Staff are more comfortable working with representatives of local media organizations</p> <p>Staff utilize more media resources to promote the services of their libraries</p> <p>Staff actively engage in development of local web resources</p> <p>Staff serve on local community committees</p>	<p>Standard library statistics increase</p> <p>“Walk in” traffic increases</p> <p>Librarians serve on more community committees</p> <p>Press coverage increases</p>	<p>Workshops and Toolkits for library staff on working with the media (2007 -- )</p> <p>Use of all forms of media to increase the visibility of the library (2007 -- )</p> <p>Preparation and distribution of electronic newsletter (2008 -- )</p> <p>Membership in Greater Syracuse Chamber of Commerce by all libraries (2007 -- )</p> <p>Promotion of web sites among community agencies and links to web sites (2007 -- )</p> <p>Sponsor themed displays at local shows (e.g., business trade shows, home shows, etc. ...)(2007 - - )</p> <p>Template for new resident welcome kit to be adapted by each service area (2008 -- )</p> <p>School relations Workgroup to support partnerships with schools (2009 -- )</p>
<p>Publicize system’s role and services among the general public, library users, trustees, community leaders, legislators and staff of the Central, Syracuse and member libraries.</p>	<p>Library “Brand” pervades communities.</p>	<p>Standard library statistics increase.</p>	<p>Pursue LSTA Marketing grant</p>