

Community Outreach Librarian

Marketing Plan 2015 -2016



Objective 1: Establish a presence in all CCGs to actively develop effective partnerships (note that Vale Royal and South Cheshire CCGs may be merging)

Strategy	Action	Resources	Timescale	Actions going forward
Continue attending Protected Learning Time meetings	<p>Actively promote Outreach service during PLT</p> <p>Give examples of queries, searches and other help already given</p> <p>Ask for contact details of those who show an interest</p> <p>Promote GP and Commissioner Update bulletin</p>	<p>Coasters, pens, poster, flyers</p> <p>Staff time</p>	Events are in March, June, September/October	Statistics on general queries, search requests and Athens queries.
Continue to send out GP bulletin to raise awareness of Outreach services	<p>Proactively elicit feedback on bulletin, preferably written.</p> <p>Create survey to elicit feedback.</p> <p>Make improvements to bulletin based on this feedback</p>	<p>Staff time</p> <p>Survey Monkey</p>	<p>Ongoing</p> <p>Write survey in April;</p> <p>Send out by end of April;</p> <p>Look at results at end of May</p>	<p>Summarise results and report back</p> <p>Draw up action plan based on results</p> <p>Tailor bulletin using results</p> <p>Send out impact evaluation – how practices have used the bulletin</p>

Face-to-face meetings with CCG chairs to promote Outreach services	Contact each CCG lead/secretary by telephone to confirm definite time and date of meetings.	Staff time Coasters, pens, flyers	End of June to contact each chair Aim for meetings by October/November	Written report on outcome of meetings Meet with LC and SS to discuss further marketing plans
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Objective 2: Increase awareness of services in all possible user groups

Strategy	Action	Resources	Date	Evaluation & review
Scope potential customer base by working out which staff groups are within the service remit Promote services to new staff groups to improve levels of engagement	Arrange meetings with teams/team leaders to explain how Outreach service can be of use to them Create a three year rotation to attend regular meetings with all staff groups: meet with one third of staff groups per year.	Staff time Documented list of team leaders/managers if available	April 2015	Reports on meetings attended Stats on queries and searches from these users
Maintain and/or expand awareness within existing user communities Monitor impact of library services on staff	Contact team leaders to request a regular appointment on team meetings Continue to attend meetings	Staff time	Ongoing	As above Increase in number of meetings attended User survey

Objective 3: Expand physical presence in community settings

Strategy	Action	Resources	Date	Evaluation & review
Increase awareness of services in GP surgeries across remit	Telephone GP practice managers or development managers to request appointments Visit surgeries in person to request short appointment	Staff time Coasters, flyers, pens	May 2015	Reports on meetings Stats on queries and searches from GPs and other staff
Investigate creation of outreach workshops in community medical centres	Write a strategy for implementation Create bid request if strategy states extra resources are required. Contact all medical centres in East Cheshire and Mid Cheshire/Vale Royal	Staff time iPad/laptop Poster, flyers E-learning modules	August 2015	Number of centres agreeing to workshops Statistics for queries

Expand number of training sessions in the community	<p>Contact team leaders/managers for regular slots on meetings/inductions.</p> <p>Use quotes from previous service users</p> <p>Attend community inductions and GP training days</p>	<p>Staff time</p> <p>Training resources eg feedback forms, register, laptop/iPad</p>	Ongoing	<p>Training registers</p> <p>Feedback</p>
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Objective 4: Expand online experience with branded training videos

Strategy	Action	Resources	Date	Evaluation & review
<p>Development of e-learning</p> <p>Investigate and evaluate social media presence</p> <p>Investigate GP screensavers to which contacts details can be added</p>	<p>Work with AG, JG and SS to create NHS e-learning packages</p> <p>Embed packages/videos into Library website: -Creating Athens account -Accessing e-journals -Accessing databases</p>	<p>Software (on Leighton laptop)</p> <p>Staff time</p>	June	<p>Number of video views</p> <p>Feedback on website</p>