OWLS-Winnefox Combined Services Exploration
Communication Plan
Updated June 11, 2015

Overall Project Lead: Bruce Smith
Focus Group & Survey Lead: Stef Morrill

Focus Group and Survey: June/July
- WiLS contacts 8 library directors to schedule focus group meeting
- WiLS sends draft of focus group protocol for OWLS/Winnefox review
- WiLS sends draft of survey communications to OWLS/Winnefox for review
- WiLS sends pre-announcement of survey to OWLS/Winnefox member libraries
- WiLS sends draft of survey for review by OWLS/Winnefox
- WiLS sends announcement of survey being open to OWLS/Winnefox member libraries
- WiLS sends reminder of survey being open to OWLS/Winnefox member libraries
- WiLS has phone meeting with OWLS/Winnefox to discuss results of survey

System services staff meeting: August
- WiLS sends OWLS/Winnefox leadership a Doodle poll to schedule meeting date.
- Once set, OWLS/Winnefox will inform staff of date and location of system meeting.
- WiLS will send OWLS/Winnefox leadership, for review, a draft of a message for system staff regarding agenda and process for the meeting.
- OWLS/Winnefox will send final meeting message/agenda to staff.
- WiLS will send OWLS/Winnefox leadership, for review, a draft of meeting follow up message for system staff.
- OWLS/Winnefox will send meeting follow up message to staff.
- WiLS will work with OWLS/Winnefox leadership to determine any communication to system members and board to provide an update on results of system services staff meeting and potential areas of workgroup exploration.

Workgroups: August until completion
- As needed, WiLS will schedule meetings with OWLS/Winnefox leadership to develop both workgroup criteria and process before workgroups start.
- WiLS will communicate with workgroup participants regarding webinar that WiLS will develop to cover workgroup expectations and process.
- WiLS will send workgroups all documentation and any developed templates for workgroups to manage their work.
- It's recommended that OWLS/Winnefox leadership schedule a regular meetings during the work group process to maintain communication and assess workgroup progress. As part of this, a suggestion is that the workgroups submit progress reports to OWLS/Winnefox leadership every two weeks or at milestone points during their work. This could also be a time that

communication is coordinated for any messaging to system members and board to update them on the progress of the workgroups.

Workgroup presentation of findings to system staff: after workgroups complete their work
- WiLS will schedule a meeting with OWLS/Winnefox leadership to assess workgroup results to develop process for workgroup presentations of findings to other system staff.
- Once determined, OWLS/Winnefox will inform staff of date and location of workgroup presentation meeting.
- WiLS will send OWLS/Winnefox leadership, for review, a draft of a message for system staff regarding agenda and process for the meeting.
- OWLS/Winnefox will send final meeting message/agenda to staff.
- WiLS will send OWLS/Winnefox leadership, for review, a draft of meeting follow up message for system staff.
- WiLS will work with OWLS/Winnefox leadership to determine any communication to system members and board to provide an update on results of system services staff meeting and potential areas of workgroup exploration.