



PLSA Communication Strategy

Public Libraries of South Australia

Introduction

The Public Libraries of South Australia Association is committed to establishing and maintaining effective two-way communication with the PLSA membership, Public Library Services (PLS), Local Government Association (LGA), and other stakeholders.

This communication strategy sets a minimum standard for communicating, facilitating information and knowledge exchange and outlines strategies to assist with the timely, and effective distribution of key information with and between our key stakeholders.

Vision of the Association *

A vibrant and sustainable network of South Australian Public Libraries.

Mission of the Association *

To provide leadership and direction for the South Australian Public Library Network.

Audience

Primary stakeholders

- Library Managers
- Library staff
- Public Library Services (PLS)
- Associate Director, Public Library Services
- Association committees and working parties
- Director, State Library of South Australia
- PLS Standing Committee
- Libraries Board

Secondary stakeholders

- Local Government Association (LGA)
- State Library South Australia
- Councils, and elected members
- Public Libraries Australia (PLA)
- ALIA (Australian Library & Information Association)

Objectives of the Strategy

- To promote the value of public libraries in the community;
- To advocate for public libraries;
- To engage with our key stakeholders;
- To effectively utilise electronic media; and
- To promote the work of the association within the public library and local government communities.

Responsibility

The effective implementation of the strategy is the commitment to communication by all association members and public library staff.

Actions and outputs

Strategy	Action	Purpose	Priority/Frequency	Responsibility
To communicate the decisions made by PLSA Executive to the network	Summary of meeting produced and distributed to the field by PLSA via askPLSA & askJULA mailing lists	Brief the field on discussions & decisions at PLSA Exec	After each meeting	PLSA Exec Secretary
	All minutes & papers to be accessible via the internet	Share information	After each meeting	PLS / PLSA Exec Secretary

Strategy	Action	Purpose	Priority/Frequency	Responsibility
To provide professional development and networking opportunities	PLSA Quarterlies	Engage with members of the association	Once every quarter Feb, May, Aug, Nov	Assigned PLSA Exec members (rotated between all members)
	PLSA Conference	Extend and inspire the public library staff	Every 2 years	Conference committee as endorsed by PLSA Exec
	Capture addresses from speakers of note (video/audio)	To make these addresses accessible to all members throughout the state	When determined	Identified person from the Network or Executive
Maintain a website which is relevant, current and a frontline information source	Review PLSA content on PLS intranet and determine content for stand alone website	To ensure information is appropriate, up-to-date and is easily accessible	As required	PLSA Exec endorsed person
	Educate the public library network on website content	To ensure familiarity with the website	As required	PLSA Exec endorsed person
	Promotion of website portal	To encourage use of website intranet	Every message to the field	All chairpersons/secretaries of committees and working parties
Communications tree	Key point of contact for any enquiries, discussion, and feedback	To facilitate communication and information exchange.	Emails to groups after each PLSA Executive meetings. Identify issues for sharing through the communication tree. Allocation of meeting times at quarterlies	PLSA Executive / PLSA Executive Secretary PLSA Executive Quarterly Agenda working group

Strategy	Action	Purpose	Priority/Frequency	Responsibility
askPLSA and askJULA e-mailing lists	To provide up-to-date communication on a wide range of issues that relate to public libraries in South Australia	For individuals and groups who are members of the association to communicate	As required	All members
To maintain a relationship with the key strategic stakeholders	Meetings of PLSA President and LGA General Manager Interdepartmental Relations	To maintain an open dialogue communication between PLSA and LGA	As required	PLSA President
	Meetings of PLSA President and Associate Director, PLS	To raise key issues for the Network	Bi-monthly	PLSA President
	Meetings of JULC (Joint Use Libraries Committee)	To act as an advisory group to ensure the needs of members are met in an equitable manner	Quarterly	PLSA President or delegate

** taken from the Public Libraries South Australia Executive Committee Action Plan, July 2008-July 2011.*