

FOPL_OMD board report

Fri 22 March 2019

OMD training

The headline is: those who attend continue to find the process most valuable.

Twice in the past three cohorts, having attended the first session, staff participants have recruited non-marketing staff to OMD: in both cases, IT staff volunteered, having heard word of mouth 'time well spent' from colleagues.

Looking ahead after this winter's three sold-out cohorts, Brendan is actively recruiting staff from the last of the big municipal systems and the 'sweet spot' mid-size libraries for the remaining five cohorts; best tactic is personal calls direct to the fence-sitting CEOs. No one so approached has declined, particularly when the CEO sees the alumni videos commending the OMD experience and the participant testimonials.

The Orillia '1000 borrower card' OMD video pilot is on hold, due to delays around the extended health leave of the CEO. This pilot builds on the first OMD 'all-staff' before Christmas, wherein the entire library staff took a four-hour OMD intensive together, to solid success. The objective is to bring 1000 new cardholders to OPL via a custom-designed video storytelling project: stay tuned—we're back in action the last week of March.

eOMD testing/launch

A dozen OMD alumni and three volunteer FOPL library CEOs were given access to the prototype eOMD app the weekend of March 2/3. Eight responded.

The consensus was over 90% approval of (1) eOMD's user experience and (2) eOMD's continuing value as a productivity tool (time saved) and a strategic collaboration platform that at once refined and accelerated

how library staff

- co-create programming
- collaborate around event/programming strategies
- design campaign/long-form media
- target audiences using OMD persona training
- maximize library advocacy storytelling impact via data insights (codified via Library Digital Impact Index)

Design refinements ranged from 'more colour, please' to a collaboration functionality, so staff can time-shift their work and share with colleagues. All have been implemented.

Sample comments:

'I love the gentle, directed questioning: I never felt rushed even though (eOMD) expects a lot, I can see doing better work, faster'

'This will really keep me on task—it's so thorough'

'When will the confidence-based learning go live? That looks really useful!' (AnalytUX, the touch/quadrant learning query tool at the end of every one of eOMD's 13 modules goes live March 26th)

'This is so useful...are you going to keep refreshing it? That will keep people engaged' (Yes, we are, every month a tweak or two, with push email reports sharing other libraries' creative work)

'The night mode makes it really dark—can we please have some colour?' (Yes, we're working on that)

'Are the responses going to be archived?' (Yes: this means we'll have cross-related data from *all* participant eOMD creative sessions to analyze and to share to inspire the rest of the eOMD network: a huge timesaver—you can see what Oshawa's hit programming came from and shape your own success accordingly)

Library Digital Impact Index

The LDII interface was also tested by social media/programming staff only (not CEOs). Again, the approval rating was over 90% positive. Key learnings: staff want useful insights to understand how to serve their community better, not 'data'. LDII is a visually simple infographic to help understand, quickly and in context, what's

working in your social media/web storytelling/functionality.

Repeated comment: 'This will save me so much time'

Other comments:

'Finally I can report something that matters, not Facebook likes!'

'Simple, clear and really shareable. I'll use it'

'Thanks for this—I didn't get what this was when we first talked about (it) during OMD but I can see how my team can work smarter now'

'I'm not in dark anymore about social media data. Thank you.'

media

Information Today is running a major feature piece on the OMD October 2018 election outreach media. Will share once published. This marks two feature pieces on OMD in the magazine in the past six months.

Public Library Quarterly is running a 5,000 word piece this fall on FOPL/OMD.

awards nominations

Brendan was approached by the International E-Learning Association (IELA) to apply for their 'industry standard' award for e-learning excellence after his April 2018 Washington DC Computers in Libraries keynote. We are applying in the non-profit stream; adjudication is in June.