

MESSAGE ► STRATEGY ► RESULTS

# COMMUNICATION SERVICES

SINCE 1984

## Strategies for Budgets During COVID19

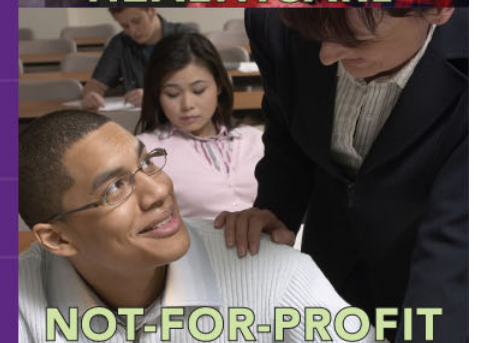
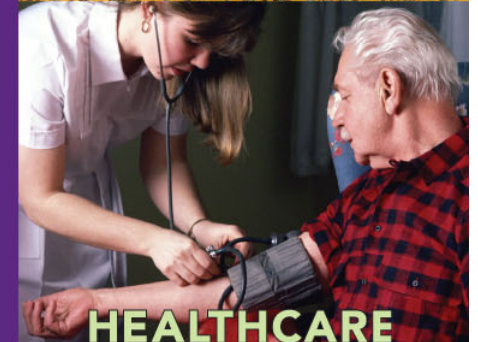
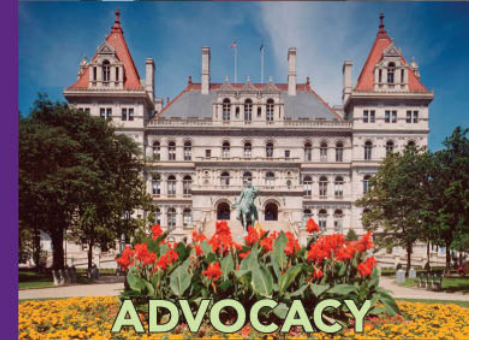
Presented by Libby Post, President  
Communication Services  
for the Association of Connecticut Library Boards

For more info:

[lpost@commservices.net](mailto:lpost@commservices.net)

518/857-6788

BRANDING  
STRATEGIC  
COMMUNICATIONS  
MARKETING  
GRAPHIC DESIGN  
and WEB DESIGN



MESSAGE : WHAT YOU SAY > STRATEGY : HOW YOU SAY IT > RESULTS : THEY SPEAK FOR THEMSELVES!

# Pandemic or Not: We Need to Remember

- People used your online services to solve problems
  - Research health concerns (COVID19)
  - How do I teach kids “new math” (Schools closed)
  - I lost my job, now what?
- Libraries are still about community engagement

# Pandemic or Not: We Need to Remember

- Your library is a partner in community engagement
  - You have the values: libraries are steeped in the values of democracy and open access
  - You have the motivation: you want to help your community and you want your library to be seen as an essential community partner
- Your library is part of the re-opening of your community

# Let's Start with the Basics

- Libraries need to market and communicate whether we're in a pandemic or not
- Pre-Pandemic
  - Newsletters, emails, social media, signage, good customer service
- Pandemic and after
  - Newsletters, emails, social media, signage, good customer service

# Outreach During COVID19

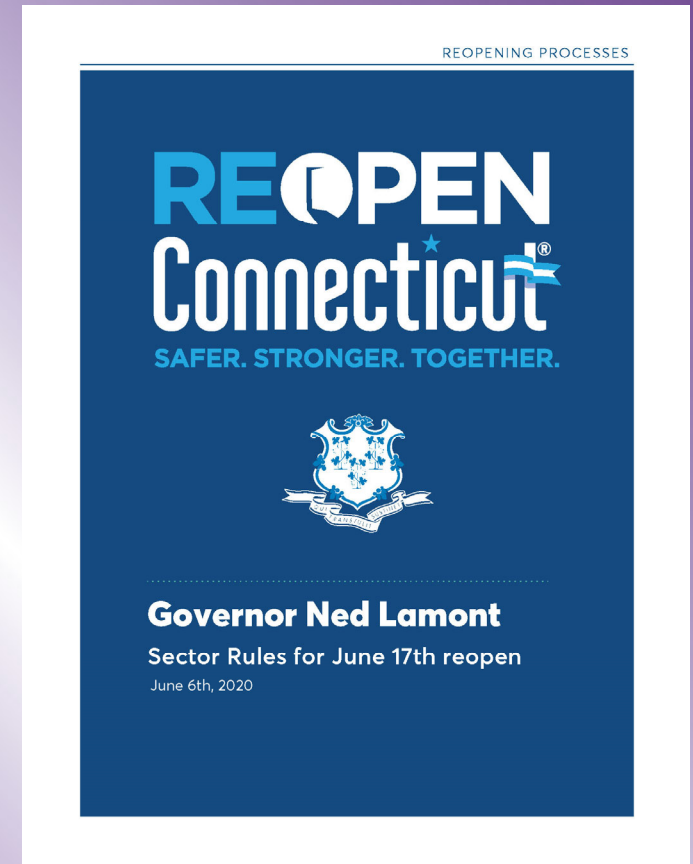
- How do you communicate with your elected officials?
- What are you saying to them?
- How do you convey how important the library has been during the pandemic?
- How have you set an example for re-opening in your community?
- How are you handling the surge?

# Keep Positioning the Library As an Essential Service



# Did you involve your local electeds in your re-opening plans?

- Did you meet with them to let them know?
  - That the library is safe
  - That staff are healthy
  - That the library's programs and services continue
  - That the library continued its role an essential service even though the building was closed for a while



# Did You Maintain Stats?

- Your annual report will still tell your story
- How many calls?
- How many online programs?
- Attendance numbers
- Curb-side pick up
- Testimonials from the community on how the library helped



# Library Advocacy within Local Financial Armageddons

- PLA survey
  - 76% of public libraries extended online renewal services
  - 74% expanded online services such as eBook and streaming
  - 61% added virtual programming
  - Over 70% used social media to communicate

# What Did You Do to Help Local Government

- Did you find out what the Library could do to help the municipality during this time?
- Create a partnership so that the Town is tied to the Library's activities
  - Together, the Library is providing online services
  - Make the connection between local library funding and what you're doing
  - Bring them in—virtually and otherwise

# What Did You Do to Help Local Government

- The more you help, the more indispensable you'll seem
- “What do we need libraries for we have Google”
  - Make sure you reach out to those electeds who feel this way with an offer to help with Google searches or any other information gathering

# Library Advocacy within Local Financial Armageddons

- Did any of you get any CARES funding?
  - How did you use it?
  - Did you tell your local electeds?
- Have you taken action on the Library Stabilization Fund Act?
  - Did you involve your local electeds?

# Library Advocacy within Local Financial Armageddons

- Important to understand the impact of the state's financial situation on local government
  - Sec. 11. (Effective July 1, 2019) (a) The Secretary of the Office of Policy and Management may make reductions in allotments for the executive branch for the fiscal years ending June 30, 2020, and June 30, 2021, **in order to achieve budget savings in the General Fund of \$29,015,570 during the fiscal year ending June 30, 2020, and \$26,215,570 during the fiscal year ending June 30, 2021.**

# Library Advocacy within Local Financial Armageddons

- State funding for municipal grants and school aid will be cut dramatically over the next few years
- This will cause municipalities to make cuts to all programs and services with the hope of maintaining public education

# Library Advocacy within Local Financial Armageddons

## GENERAL FUND OVERVIEW

OFFICE *of the* STATE COMPTROLLER

- The General Fund surplus\* for FY 2020 is \$38,709,505.
- This is the second consecutive surplus for the General Fund after four years of deficits.

**FY2021 Deficit projected to be \$1.26 Billion**

\*Unaudited (Audit to be completed on or before Dec. 31, 2020)

Fiscal Year	Result	
FY 2011	\$236,922,515	Surplus
FY 2012	-\$143,516,880	Deficit
FY 2013	\$398,035,312	Surplus
FY 2014	\$248,479,871	Surplus
FY 2015	-\$113,168,010	Deficit
FY 2016	-\$170,418,431	Deficit
FY 2017	-\$22,696,231	Deficit
FY 2018	-\$482,860,543	Deficit
FY 2019	\$370,597,419	Surplus
FY 2020	*\$38,709,505	Surplus

FISCAL YEAR 2020 **IN REVIEW**

SLIDE 2

# Library Advocacy within Local Financial Armageddons

## BUDGET RESERVE FUND

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- In FY 2020, significant progress was made toward building the balance of the Budget Reserve Fund (BRF).
- This was primarily due to the revenue volatility cap, which requires revenues above a certain threshold to be transferred to the BRF.

**FY 2020**

**Volatility threshold:  
\$3,294.2 million**

(estimated and final income tax payments and revenue from the Pass-through Entity tax)

**\$530,316,290  
volatility transfer  
made to BRF.**

**Final BRF balance:  
\$3.03 billion**

(15.11% of General Fund appropriations for FY 2021 — amount over the BRF 15% threshold is \$22.9 million)

### What Happens Now?

The State Treasurer decides to transfer the excess balance to the State Employee Retirement Fund (SERF) or the Teachers' Retirement System (TRS).

FISCAL YEAR 2020 **IN REVIEW**

**SLIDE 3**



# Library Advocacy within Local Financial Armageddons

## BUDGET OVERVIEW

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- In contrast with the relative stability of FY 2019, the General Fund budget experienced extreme volatility in FY 2020 as the result of the COVID-19 pandemic and its impact on the state's economy.
- The FY 2020 budget plan included a built-in General Fund surplus of \$141.1 million at the start of the fiscal year.
- The projected surplus was gradually reduced during the first quarter due to higher than anticipated spending in several areas, followed by a drop in revenue in November.
- At its lowest point, after the April 30th consensus revenue forecast, the deficit projection reached -\$934.0 million, before improving during the fourth quarter to end the year with a \$38.7 million surplus.

FISCAL YEAR 2020 **IN REVIEW**

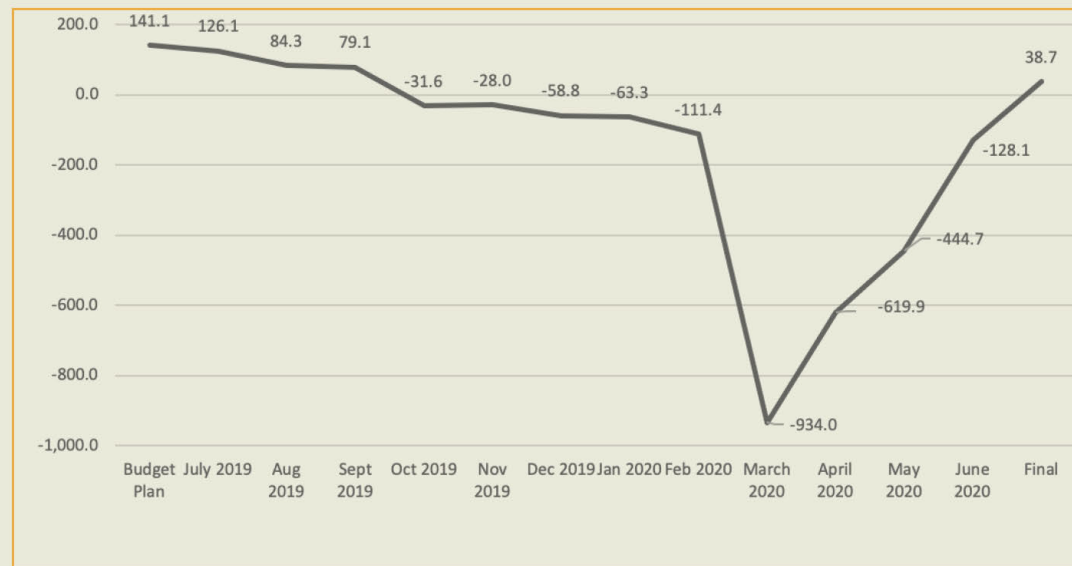
SLIDE 5

# Library Advocacy within Local Financial Armageddons

## BUDGET OVERVIEW

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Changes in Budget Surplus and Deficit Projections - FY 2020 (in Millions)



FISCAL YEAR 2020 **IN REVIEW**

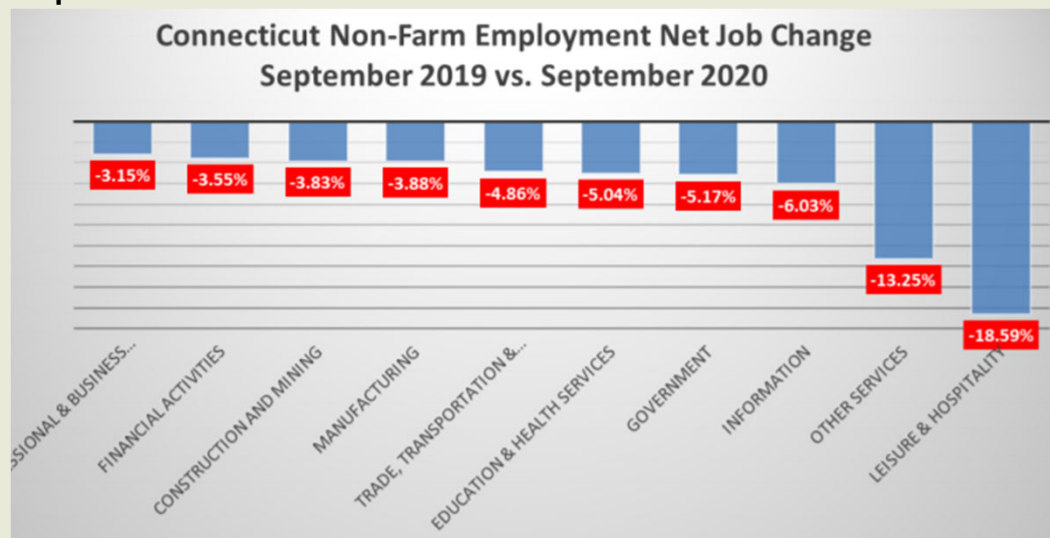
**SLIDE 6**

# Library Advocacy within Local Financial Armageddons

## EMPLOYMENT

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Updated



- CT's official unemployment rate stood at 10.1% in June, up from 3.7% from a year earlier.
- However, DOL estimated CT's unemployment rate was much higher, in the range of 16-17% for the mid-May to Mid-June period.

FISCAL YEAR 2020 **IN REVIEW**

SLIDE 9

# Library Advocacy within Local Financial Armageddons

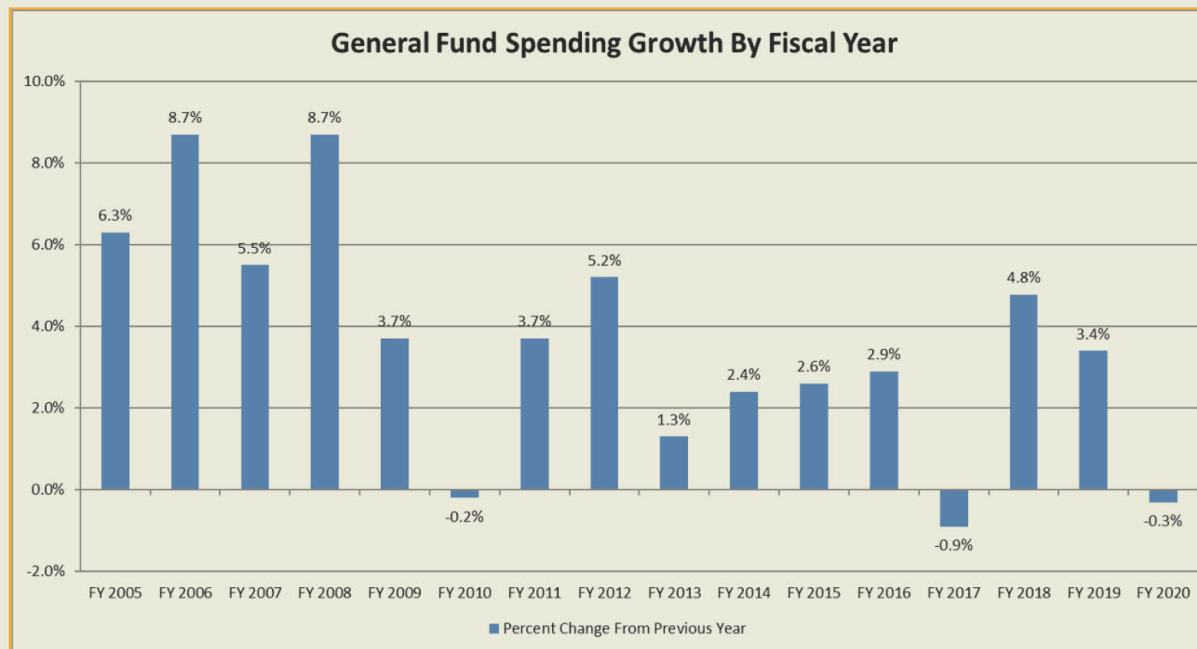


**2008 all over again—people will need help with job searches, resumes, etc.**

# Library Advocacy within Local Financial Armageddons

## SPENDING GROWTH

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FISCAL YEAR 2020 **IN REVIEW**

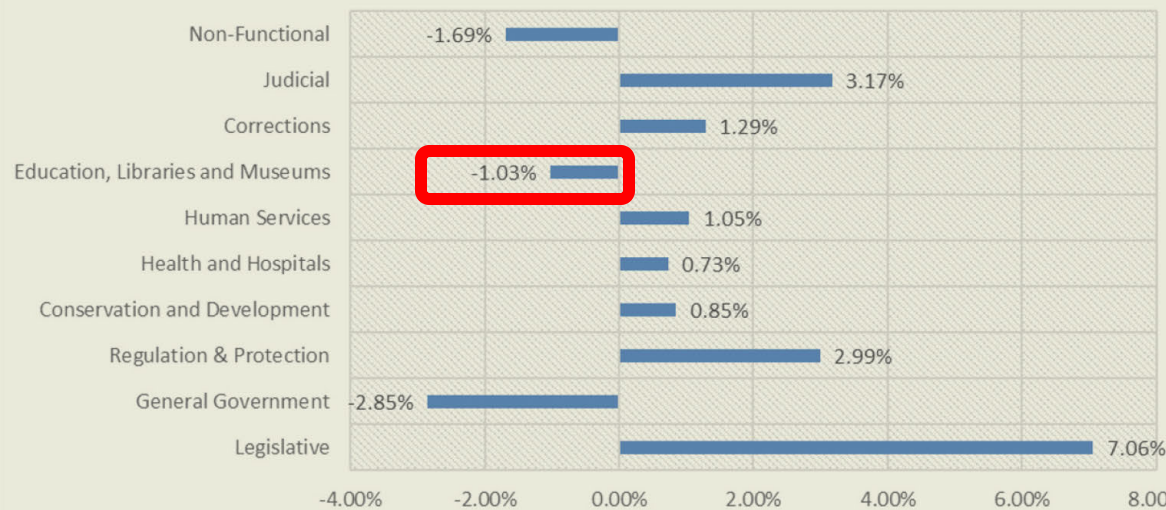
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# Library Advocacy within Local Financial Armageddons

## SPENDING BY FUNCTION

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FY 2020 Percent Change in General Fund Spending from Prior Year - By Function of Government



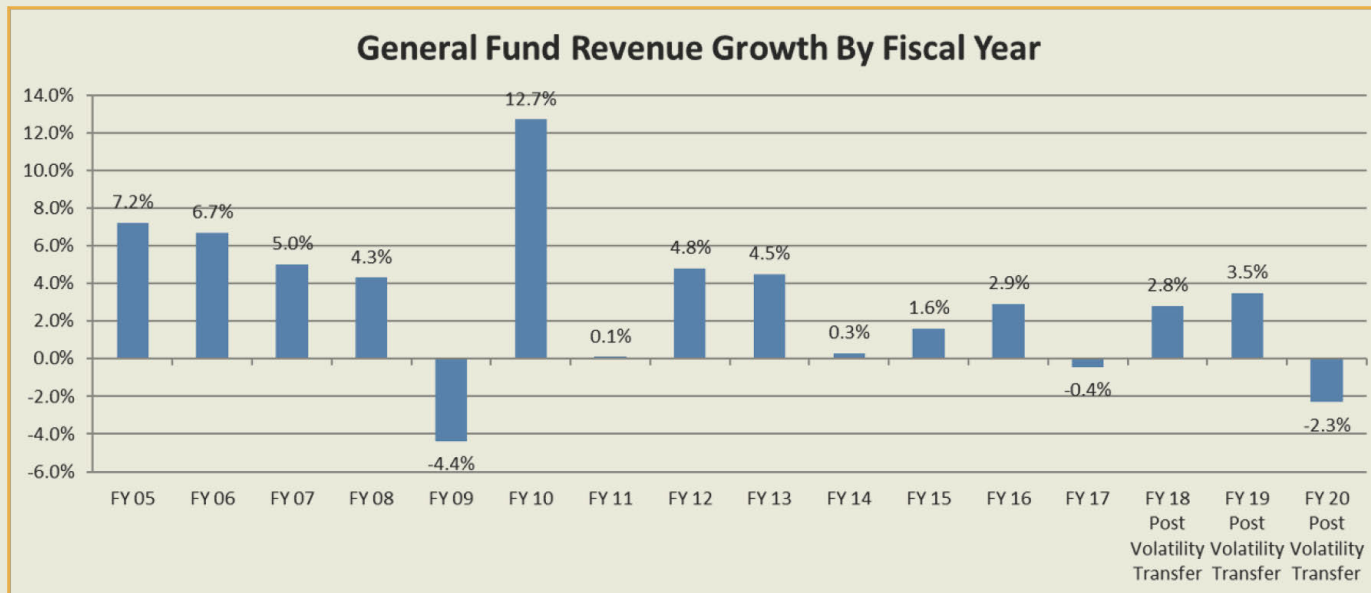
FISCAL YEAR 2020 **IN REVIEW**

SLIDE 16

# Library Advocacy within Local Financial Armageddons

## REVENUE GROWTH

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FISCAL YEAR 2020 **IN REVIEW**

**SLIDE 22**

# The Nuts and Bolts of Local Funding

## ALA ADVOCATES ON THE PATH TO FEDERAL APPROPRIATIONS

- 

**1 White House Proposal**  
This proposal signals the president's policy priorities. Congress will ultimately decide the budget.
- 

**2 Budget Resolution**  
Committees in the House and Senate develop their own budget framework.
- 

**3 Dear Appropriator Letters**  
Letters supporting numerous federal programs, like LSTA and IAL, circulate and are signed by senators and representatives and submitted to the Appropriations Committees to indicate support.
- 

**4** programs, like LSTA and IAL, circulate and are signed by senators and representatives and submitted to the Appropriations Committees to indicate support.

- 

**4 Appropriations Subcommittees**  
Next, both subcommittees create individual bills and set specific funding levels. Library funding is determined by the Labor-HHS Subcommittees.
- 

**5 Full Committees**  
Once subcommittees agree, full committees of each chamber meet again to mark up the individual bills.
- 

**6 Floor Votes**  
The draft bills go to their chambers for a floor vote.
- 

**7 Conference Meeting**  
When the appropriations bills have been approved in each chamber, they meet to reconcile differences.
- 

**8 Final Votes**  
Reconciled, the final version goes back to both chambers for a final vote.
- 

**9 President's Signature**  
Like all bills, the president can sign or veto the budget. The president has to sign by October 1, or Congress must pass continuing resolutions for the government to stay open.

 This icon indicates an opportunity for ALA advocates to take action! For updates visit: [ala.org/fundlibraries](http://ala.org/fundlibraries)



# The Nuts and Bolts of Local Funding

- Do you know the process and the players?
- Are you in a city or a town?
- City: Mayor and City Council
- Town:
  - Board of Selectman
  - Town Manager and Selectman
  - Boards of Finance
  - Town Meeting

# The Nuts and Bolts of Towns

## Preparing the Budget: Jan-March

- Town Departments submit budget requests to First Selectman
- BOS hold budget workshops
- Board of Education deliberates and approves proposed budget

## Reviewing the Budget: March-April

- BOS and BOE presents budget to Board of Finance at budget workshops
- BOF deliberates and holds a public hearing to gather citizen input
- BOF approves proposed budget and submits it to a Town Meeting

## Adopting the Budget: April-May

- Town Meeting held to vote on proposed budget and send it to a town-wide vote
- BOF sets mill rate

# The Nuts and Bolts of Cities

- Mayor proposes a budget
- City Council debates
- Back and forth
- City Council votes and approves budget

# Pre-Pandemic Advocacy Message Development

- Empathy/compassion
- Strength
- Fairness
- Fulfillment
- Education
- Prosperity
- Service
- Trust
- Open Communication
- Responsibility
- Protection
- Opportunity
- Freedom
- Community
- Cooperation
- Honesty
- Creativity
- Equal Opportunity

# COVID19 Advocacy Message Development

- Using pre-pandemic messaging as a foundation, develop messaging for where you are now and the need for funding
  - Go back to your stats
  - Get testimonials from community members
  - Detail what you've done to help the locality and its citizens through the pandemic

# Developing Your Message

- In 1992, when James Carville ran Bill Clinton's first presidential campaign the following phrase was on the white board

# KISS

**Keep It Simple Stupid**

**Don't over think.**

**Remember who your audience is.**

# Advocacy Tools

- Need to determine what you're going to do and who will pay for it
- Libraries can use its borrowIT revenue for Outreach
- Friends and Foundations can also pay for Outreach activities

# Advocacy Tools to Get Community Involved

- Social Media
  - Facebook
  - Twitter
  - Instagram
- Videos
- Website
- E-mails newsletters
- Direct outreach to local elected officials
  - [New/Mode](#)



# Advocacy Tools

- Put together a written plan
  - What you're going to do when
  - What social media channels will you use
  - Calendar for website and social media posts
  - Gather images so you won't have to look for them
  - Use a Google calendar to track everything and assign tasks

# Advocacy Tools

- Gather testimonials from patrons who were served online during the pandemic
  - Reviews
  - Videos
  - Social media posts
- They're your COVID19 advocates who will tell your story

# Advocacy Tools

- Your visuals should not have people standing close to one another
  - They should have people wearing masks and social distancing, if you can
- Try to avoid language that evokes crowds, people standing close, etc.
- Inform but don't capitalize on the crisis
  - No panic or alarms!

# First things First:

- As a board, you all have to be in agreement on the advocacy path you're embarking upon
- Need to speak with one voice



# Communicate with the Staff

- Make sure staff knows what is happening
- Give them 3-4 talking points they can use to explain what's happening
  - Budget issues, what the library needs
- Ask for feedback
  - Make sure the staff is engaged
  - Integrate staff suggestions if possible
- They are your frontline marketers

# Communicating with the Community

- Use your website to explain the budget issues in detail
- Make sure that page is easily found on your website
  - Should be a big box on your home page
- Use that information for social media
  - Schedule posts 2-3 times/week
  - Visuals are important
- [Topplr](#)
  - Enables you to target Facebook ads directly to voters
    - [Increase visibility](#)
  - Need to be approved to place “political ads”
    - Call me!

# Communicating with the Community

- Social media
  - Make the posts interesting
  - Use images
  - Short and sweet
  - Links back to website
- Have your staff and community partners share the posts with their networks

# Communicating with the Community

- People are spending a lot of time online, on Google
- Google your hometown and an ad for the library comes up on top!
- Google grants
  - [www.google.com/grants](http://www.google.com/grants)
- Up to \$10,000/month in free ads
- They'll help you set things up



# Your Advocacy Messaging

- You'll be saying the same things over and over again
  - It takes 7 times for something to sink in
- Given all the information being thrown at folks, may need more than 7 hits
- Create a few sentences or bullets as your 3 core messages
- Rinse and repeat!

# Your Advocacy Messaging

- Include it everywhere
  - Social media
  - Email newsletters
  - Signage (once you re-open)
  - Videos
- Try to break up the message by audience
  - 3 key messages with details pertaining to individual audience

# Don't forget

