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## Community Relations Profile: "Team CR" Tina Davis and Liz Goodrich

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# Community Relations Profile:

## “Team CR” Tina Davis and Liz Goodrich

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*Liz Goodrich and Tina Walker having fun at Halloween.*

The Deschutes Public Library (DPL) likes to have fun, and two staff members in the DPL’s Community Relations department take the charge at leading the fun. Liz Goodrich and Tina Walker Davis create and manage adult programs at the six branches of Deschutes Public Library. They also maintain and update the library’s social media outlets.

“We create cultural programs for grown-ups,” lead programs coordinator Liz Goodrich said. “We create opportunities for lifelong learning and community engagement. We hope to bring a sense of fun to it, and we like to mix things up for the staff too!”

It is the sense of fun that defines their working relationship, as well as their community relations efforts. Goodrich and Davis regularly finish each other’s sentences and laugh at each other’s jokes. Interviewing them is like hanging out with your sister and her best friend.

“Liz and I have a great time working together,” said Davis. “We do get up to shenanigans. We laugh and we bounce things off each other. It is this energy that helps us to brainstorm ideas together and find some jewels for programs.”

The Community Relations department is comprised of graphic designer Ann Hettinger, grant writer Suzy Olsen, and the two program coordinators—Goodrich and Davis. Led by manager Chantal Strobel, the team organizes 130 adult programs per year, raises money for, and executes, the largest community read program in Oregon “A Novel Idea ... Read Together” (6,500 participants annu-

### Links to web and social media sites:

Deschutes Public Library  
<http://www.deschuteslibrary.org>

Facebook  
<https://www.facebook.com/deschuteslibrary>

Pinterest  
<http://www.pinterest.com/deschutespublic>

YouTube  
<https://www.youtube.com/user/deschuteslibrary>

Twitter  
<https://twitter.com/deschuteslib>



ally), produces all of DPL's marketing and collateral materials, and oversees the social media. The average adult program attendance for 2013/2014 was 33 people per program.

"Liz and Tina are both highly successful at having a strong pulse on what is happening in pop culture and staying up with current affairs at a local and national level," Community Relations Manager Chantal Strobel said. "They have a knack of tying it all together for compelling monthly programs and very successful social media interactions. It is wonderful to have their intelligence, humor and wit draw in new audiences who have never before connected with the library. These two women know how to make connections happen!"

The Community Relations department creates monthly themes, "Know Wilderness," for example, or "Know WWI," or "Know Beer," or "Know Post-Apocalypse." The monthly themes are an effective way to keep programs organized and promote diversity and discussions in every program.

"The monthly theme allows us to stay organized, to be open to what others in the community are doing, and to look for opportunities to form partnerships that might bring in new people," said Goodrich. "It also helps to be aware of what's happening topically—things like the 50th anniversary of the Wilderness Act, for example, which is guiding our monthly theme in September. The programs we organize bring in people from many different experiences and expand what people think of when they think of the library."

Goodrich and Davis brought non-traditional library backgrounds to their roles at DPL. Goodrich had worked as a teacher, in a museum, and in a hospice before an "awesome stroke of luck" brought her into her community relations position. Davis previously owned an independent bookstore in Bend and spent several years as a freelance marketer. Davis' experience, working both in marketing and in community building through literature, was a natural fit for her community relations role with the library.

Davis now leads the social media for DPL. The library has Facebook, Twitter, Tumblr, Pinterest, Instagram and YouTube accounts, each of which is aimed at a slightly different demographic. Librarians have opportunities to participate in Pinterest, Twitter, Tumblr, and coming soon, Instagram.

"We look at social media as an overall way to raise brand awareness—letting people know about their library—about the possibilities that can happen at the library," said Davis. "Pinterest is a wonderful space for different staff to take part in social media. Library staff is able to share their own voice and their expertise and interest areas with a broad audience."

Facebook, by contrast, is solely managed by the Community Relations department and they have experienced a 40 percent increase in Facebook interactions this past year. From the public's perspective, Davis and Strobel believe Facebook is the voice of the library as a whole. They account the success in Facebook to the fact that they are following important guidelines to keep that "voice" consistent and effective.

"We are raising awareness that the library is socially relevant and on top of things in pop culture and the news first," said Davis. "Then we slip in a blurb about our programs and services and people actually see it and become engaged."



In addition to reaching out to the community, Davis and Goodrich noted opportunities for the CR department to build community amongst the staff at DPL. A recent example was the creation of a “Happy” video by the CR team that featured staff from all six branches of the library system. And in celebration of Banned Books Week, the CR team filmed a video called “Caught,” which shows various staff members posing for mug shots with banned books.

“It’s an effective team-building exercise,” said Davis. “It’s an outlet for staff to express themselves in a different way and to see what their co-workers are doing.”

Guided by that sense of fun and creativity, “Team CR” expands awareness about DPL into the larger community of Deschutes County bringing both traditional and nontraditional users into the library. It is obvious they enjoy every minute of it. 🐾



*Community Relations team with author Sherman Alexie.*

