

Memo

To: Darlene Staffeldt
State Librarian

To: Montana State Library Commission

From: Christie Briggs, Supervisor
Montana Talking Book Library

From: Darlene Staffeldt
State Librarian

Date: March 17, 2011

Re: MTBL Patron Outreach Project Overview

Montana Talking Book Library (MTBL) Outreach services are essential to educating Montanans about the multi-faceted services and resources provided free to those with disabilities. It is an on-going challenge for MTBL to connect with an estimated 22,000 Montana citizens who are eligible for our services but are likely unaware of what we can offer them. Unfortunately, we have limited staff resources available to address the recruitment of new patrons so many that could benefit do not.

This memo is intended to provide you advance notice that we are working on a proposal for a MTBL Patron Outreach Project (POP) we hope you will consider for presentation at the June Commission meeting.

The project proposal will request funding from the MSL Trust Fund in an estimated amount of \$100,000. It will include a detailed project plan covering a span of 18 months to two years, during which we propose to contract individuals and/or firms to help us address the MTBL awareness and education gaps we have identified.

A major goal of the project is that the contractor(s) will partner with appropriate Montana individuals and entities to create a sustainable MTBL outreach program. We anticipate this being accomplished through the establishment of a statewide core of volunteers and locally-based organizations that provides an on-going outreach effort fostering awareness and education of our services among the Montanans MTBL is designed to serve.