

Marketing and Public Relations February & March 2012

Prepared for the April 11, 2012 Commission meeting
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Goal One – Content - *Montana State Library (MSL) acquires and manages relevant quality content that meets the needs of Montana library partners and patrons.*

On behalf of all of the programs at MSL, new materials are being developed for the Montana Library Association conference.

Archive Montana – a new logo, promotional postcard, and poster for a poster session has been designed, approved, and are being printed.

Montana Shared Catalog – a new instructional brochure has been written, designed, and is being printed.

EBSCO databases – I worked with EBSCO to develop a postcard promotional piece to distribute at MLA that will promote the training on Saturday.

Tutor.com – I worked with the vendor to develop new materials to promote Homework Montana to students and the general public.

TBL – I have coordinated with TBL to make sure they are well-represented at the booth.

BTOP – I am working with BTOP to design and stock their own booth. I am also coordinating with all of the BTOP partners to make sure they realize they have an opportunity to distribute materials to libraries.

I am also preparing to give a number of sessions at MLA, including two on early literacy and two that have to do with marketing.

Stacy and I have also worked to get our booth ready to go, including developing the theme and look of our booth.

Library Legislative Day – I am preparing a number of materials for Jennie to take with her to the National Legislative Day in Washington, DC at the end of April.

Ready 2 Read – The new PlaySpace application is available online. I have also been working on coordinating a number of sessions on early literacy that will be held at MLA.

Ready 2 Read Goes Wild – New trunks will be distributed to the federations at the federation meetings. All ordering is completed, trunks are collated, and will be ready to give to federations.

GIS Conference – I am helping NRIS and BMSC get ready to go to the Intermountain GIS conference. This has included development of a slide show, the revision of two brochures, the development of the booth space, a Save the Date flier for upcoming events, and more.

EDS – We once again used the library directory to develop personalized materials for each library. We figured out a way to provide code so that each library can have posters and bookmarks with a personalized QR code that will take patrons directly to their own library's web site. These materials are all downloadable through the library directory and we will be demonstrating how to use these at MLA.