



Montana State Library
Communications & Marketing
FY 2013 Work Plan
July 1, 2012-June 30, 2013

October 2012

SIX AGENCY-WIDE GOALS

Goal One—Content

MSL acquires and manages relevant quality content that meets the needs of Montana library users.

Goal Two—Access

MSL provides libraries, agencies, and its partners and patrons with convenient, high quality, and cost-effective access to library content and services.

Goal Three—Training

MSL provides appropriate trainings and training resources so that the best use can be made of the resources offered.

Goal Four—Consultation and Leadership

MSL provides consultation and leadership to enable users to set and reach their goals.

Goal Five—Collaboration

MSL promotes partnerships and encourages collaboration among its users.

Goal Six— Sustainable Success

MSL is efficient and effective (measured against user outcomes), and is engaged in fulfilling its mission.

Goal One—Content

1. MSL acquires and manages relevant quality content that meets the needs of Montana Library users.

With input from staff, advise, develop, and recommend marketing initiatives that promote the existing and new information resources of the Montana State Library and resources available statewide.

Goal Two—Access

2. MSL provides libraries, agencies, and its partners and patrons with convenient, high quality, and cost-effective access to library content and services.

With input from MTBL, work to increase awareness and access to Montana Library2Go for MTBL patrons.

With input from MTBL, develop accessible early literacy and outreach materials.

Assist SLR with its review and improvement of the “For the Public” section of the MSL web site.

With input from SLR, prioritize key programs and services for development of long-term marketing plan.

Continue to build online presence through experimental use of digital media and Web 2.0.

Continue to help build libraries’ collections that serve children from birth to five years old.

Goal Three—Training

3. MSL provides appropriate trainings and training resources so that the best use can be made of the resources offered.

Provide regular training on early childhood development and outreach for children’s librarians.

Provide regular outreach to existing and potential partners on the Ready 2 Read program.

Contribute to SLR training portal on subjects including early literacy, marketing, community outreach, and partnerships.

Serve as a resource and “expert” on marketing and communications, outreach, and partnerships for Montana librarians.

Develop MTBL training and outreach materials in accessible formats.

Goal Four—Consultation and Leadership—Discussion

4. MSL provides consultation and leadership to enable users to set and reach their goals.

With input from MSC staff and committee, increase marketing materials that are available to MSC libraries.

Assist MTBL with development of FAQ regarding MTBL technologies.

Work with MTBL to improve marketing and communication materials through patron outreach project.

Serve as consultant to libraries with Ready 2 Read programs to assist them with troubleshooting, development of their library's programs, address issues, and more.

Represent Montana libraries on Montana's Governor-appointed Best Beginnings Advisory Council to help other BBAC partners recognize and understand that libraries are an integral part of how the educational, emotional, and social developmental needs of young children are met in communities throughout Montana.

Continue to develop Ready 2 Read program through partnerships, outreach, and opportunities.

Goal Five—Collaboration

5. MSL promotes partnerships and encourages collaboration among its users.

Develop new marketing packet about MSL that will be given to the new administration in 2013.

Continue to develop relationships with MT PBS; MT Fish, Wildlife & Parks; MT Head Start; and MT Department of Public Health and Human Services Early Childhood Services Bureau.

Continue to develop relationships with private sector partners, such as Washington Corporation and First Interstate Bank.

Assist libraries statewide with the development of true partnerships that position them as a prime community resource in the area of early childhood development.

Assist libraries with getting involved with their local Best Beginnings Advisory Councils.

Goal Six—Sustainable Success

6. MSL is efficient and effective (measured against partner and patron outcomes) and is engaged in fulfilling its mission.

Create and assist with presenting a compelling argument for ongoing and increased legislative support.

Serve as co-chair of MLA legislative night committee.

Develop strategic talking points and elevator talks that target community members, legislators, and policy makers that can be used to communicate a consistent message about MSL and Montana libraries.

Identify and attend training on any of the following topics: marketing using Web 2.0; community outreach; partnership development; early literacy; early childhood development; value of play in libraries.

Continue to seek feedback from Ready 2 Read libraries on the type of programming/training/assistance they want/need from MSL.

Advocate for the development of a staffed and funded early literacy/lifelong learning program at MSL.