

Marketing report January 28, 2014
Marketing and Public Relations
November 23, 2013 – January 28, 2014
Prepared for the February 2014 Commission meeting
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Goal Four, Consultation and Leadership: MSL provides consultation and leadership to enable its patrons and partners to reach their goals.

Library Outreach – I am working on rescheduling the Ready 2 Read Rendezvous. It will be held on April 25 – 27, 2014 in Bozeman, MT. I was able to secure Saroj Ghoting to present all day Saturday, April 26. Ms. Ghoting is a national early literacy consultant who has consulted with the Public Library Association and the American Library Association, Every Child Read to Read program. I am working on finalizing other speakers now and securing attendees. I plan to open it up to all applicants who had planned to attend the October Rendezvous. If there are spots available, I will open that up to other potential attendees.

The Montana State Library was asked to be a partner on Montana's Early Learning Challenge Grant, along with the Governor's office, the Office of Public Instruction, the Department of Public Health and Human Services and the Commissioner of Higher Education. This grant could have brought \$37.5 million to Montana to address needs in early childhood development and education. The State Library's portion would have covered part of an early literacy position at MSL. The Montana State Library was the only library in the country to be recognized as a funded partner in this national grant. The grant, however, was not awarded to Montana. Jennie Stapp and I participated in a planning meeting with the Governor's office and other stakeholders on what should happen next in Montana if the grant was not received. We are awaiting further direction from the Governor's Office and plan to make an early literacy position request as part of the executive planning process.

I am also currently working with Montana PBS and Montana Fish, Wildlife & Parks to facilitate filming training on the Growing Up Wild curriculum to support the Ready 2 Read Goes Wild! trunks that are available through MT libraries. These six short training videos will become a permanent part of MT PBS' Learning Media site and will be available to parents, teachers, and whoever else may be interested in accessing these materials. The MT Head Start Collaboration Office is paying for development and editing of the videos. We will complete filming this week.

As chair of the Strategic Communications, Outreach, and Public Awareness committee of the Best Beginnings Advisory Council, I have worked with Classic Ink out of Bozeman on finalizing a statewide strategic communications plan regarding early childhood development in MT. This plan is now ready to roll out and will include outreach to decision makers, parents, childcare providers, business owners, and educators. A potential partnership with MTPBS might help us develop some public service announcements that would air statewide.

Wilderness 50 celebration – There is a statewide celebration on the 50th anniversary of the Wilderness Act. Many organizations, from the Nature Conservancy to the National Forest offices to MT FWP, are involved. We are trying to establish a library presence for the Wilderness 50 celebration and trying to help the partnering agencies understand how libraries can be part of the celebration. I am also in the initial planning stages of developing the Wilderness Companion, which will be the next “Companion” in our Companion series.

MSL Marketing Calendar – I developed a year-long marketing calendar that provides a series of ideas for libraries to utilize to market their services in different ways. You can find the marketing calendar here:

http://libraries.montanastatelibrary.org/library_development/marketing_for_librarians/marketing_campaigns/calendar/.

Goal Six, Sustainable Success: MSL is a well-run organization and a sought-after employer; it is efficient and effective (measured against partner and patron outcomes), and successfully engaged in its ongoing mission.

I am working with Jennie Stapp and the various program managers at MSL to develop a significant Facebook presence for each MSL program as deemed appropriate. I met with FWP who has their own part-time person to manage the FWP FB presence. FWP has one FB page for the agency and then their regional public information officers also manage a regional page. Jennie and I discussed the benefits/disadvantages of one FB page for all of MSL and we decided that – due to our very different audiences – various programs should have their own FB page simply because someone in GIS most likely won't be interested in TBL and vice versa. I am working with each program on various levels to get their FB pages rolled out to the public.