

**Marketing and Public Relations**  
**Prepared by Sara Groves**  
**For February 2012 Commission Meeting**

**Goal One – Content** - *Montana State Library (MSL) acquires and manages relevant quality content that meets the needs of Montana library partners and patrons.*

After a couple of crazy months, things have slowed down considerably for the areas of marketing and public relations. The down time has been seized as an opportunity to restructure some of what we're doing in an effort to better support the marketing and public relations needs of the Montana State Library and its' programs.

The media request form has been tweaked to provide greater detail to us so there is less back and forth asking for information. A project manager also must be identified so we are communicating with one staff person about the request.

A marketing calendar has been developed. This marketing calendar provides a visual way to manage all aspects of marketing for the State Library – from press releases to program marketing to conferences. Once a media request form has been completed, the marketing calendar is updated to show the request on the calendar. Additionally, every single conference that MSL has some kind of presence at is now on the calendar, which will help us anticipate conference attendees' needs. The calendar has already helped us to manage tasks more efficiently.

We are also refining the process a little bit. Stacy Bruhn, who does the bulk of the design work on marketing projects, is now attending initial marketing meetings when applicable. This way, Stacy has input right out of the gate and is part of the brainstorming process. Also, because Stacy is here full-time, she is working one-on-one with project managers to manage the design process instead of Sara Groves, a part-time employee, managing the process and serving as a go-between.

Stacy is also now managing the print process, from receiving bids to placing the order for print materials.

Sara G. and Stacy are also now meeting once a week to go over projects and workload. This weekly meeting has significantly improved communication and has eliminated the need for constant check-in at Stacy's very public desk. We discuss existing projects but also touch base on projects that are looming in the distance. This meeting is helping us to anticipate needs before they arise.

We will continue to refine the process and work out the kinks. I am also working on developing a training for staff so they are aware of how Stacy and I can assist them, as well as some of how the process works, and how marketing can help their program.

**Ready 2 Read** – I was asked to come to Billings to present to First Interstate BancSystem Foundation about the grant and how we spent it. Cindy Christin, from Bozeman Public Library, and Cindy Patterson, from Billings Public Library, also attended with me and talked with them about their experiences at the Ready 2 Read Rendezvous. The presentation was very well-received.

I am currently working on the application for libraries to complete in order to be considered “Library PlaySpaces”. The selected libraries will receive toys as part of the Washington Foundation.

**Ready 2 Read Goes Wild** – In April at MLA, I will distribute new trunks (two new ones that include water and creepy-crawlies) and additional sets of the existing trunks. These trunks will be housed in the federations and circulated according to policies they set up.

I am also working on developing new trunks for Montana’s reservations. This has involved quite a process and has been a project that has been difficult to move forward thus far. Hopefully, there will be more to report in April.

**EDS** – I worked with Sarah McHugh, Liz Babbitt, and Stacy Bruhn to develop a marketing effort to promote EDS. Our first step was to design a search box that libraries can put on their homepage. We decided to use the cowboy image and the tag “Discover it.” The search box design and code are accessible through the library directory. It is fully customizable so that libraries can change the color to anything they want to match with their own library’s logo. We have tested this in a few libraries and will use MSL as a full test. Other EDS materials will be distributed at MLA in April; I will work with EBSCO to design these.