

Marketing report December 2014

Marketing and Public Relations

September 20, 2014 – November 21, 2014

Prepared for the December 2014 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.

Training

I attended the Montana Head Start and MT Association for the Education of Young Children Conference held in Billings, MT in October to present two sessions on early literacy and the tools that are available from the State Library for parents and caregivers as well as educators. Both of my sessions were full with approximately 40 people at each session. All attendees were either Head Start teachers or early childhood educators.

I also attended the Montana State Reading Conference in Great Falls in October to present one session with MT Fish, Wildlife & Parks. Our training focused on using science to promote literacy instruction in the classroom and utilized the Ready 2 Read Goes Wild! program, including the trunks and the new videos we produced with MT PBS. We had a capacity crowd at that training as well, with approximately 35 attendees. Attendees ranged from preschool teachers to elementary-age teachers and students from the University of Great Falls who were majoring in education.

Outreach

I met with all of the program managers and some staff at MSL to help determine the agency's marketing needs for the next year in response to the new \$10,000 marketing budget. I am currently working on the compilation of requests so that I can identify where this money might best be spent. A number of ideas that will not require funding were also identified and I am working on developing marketing plans for each program that will incorporate a mix of outreach tactics.

Summer Reading

I have begun to develop a survey of libraries to find how they are using the CSLP manuals, what other types of support might be valuable, and how the State Library can

help. I have also begun reaching out to colleagues in other states to see how their State Library provides support for summer reading.

Share Your Story

We have the first drafts of the “Share Your Story” PSAs. I’m working with the videographer to revise them significantly to get the look and feel I want and also to tell more about the project.

Legislative Session

I have been working with a team of coworkers on the 2015 Legislative Snapshot. For those of you not familiar with the Legislative Snapshot, it is a project that is dependent on the expertise of cross program staff. These staff research topics of importance to the Legislature and data that is relevant to inform deliberations, organize and/or format data so that it can be mapped and charted to improve information understanding, and present the data in both print and online forms that help Legislators understand issues at both a statewide and local level and that facilitate further research as necessary.

The 2015 Legislative Snapshot will be organized around specific issue briefs rather than broad topics. Examples of issues may include Women in the Workforce, Federal/State Coordination, Education Funding, Economic Impacts, etc. While the print version will remain static once it is printed, as issues develop during the session, additional briefs may be added to the online version of the snapshot. This is the first year the State Library will offer an interactive online version of the Snapshot.

I am also working with staff and MLA to plan the Library Legislative Night event. We have another great event planned and hope to see everyone there. We will once again offer the very popular READ posters to legislators, as well as a full dinner, wine and local brews, and live music – not to mention MSL programs and librarians from around the state. The event will be held on Thursday, January 15 from 5:30 – 8 p.m.