



**Marketing report February 2015
Marketing and Public Relations
November 22, 2014 – January 23, 2015**

Prepared for the February 2015 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.*

Share Your Story

The final “Share Your Story” PSAs are complete. These videos will be featured on the Share Your Story web site, which is in progress. Additionally, we will make these available to libraries that host the “Share Your Story” project as a way for them to promote the videos in their communities. We will also look for other uses of the videos. You can see the videos here:

<https://www.youtube.com/watch?v=IJbIYWhha9I&feature=youtu.be>

<https://www.youtube.com/watch?v=c2erQ9VIOeo&feature=youtu.be>

<https://www.youtube.com/watch?v=bv2QTvcJxFQ&feature=youtu.be>

Legislative Session

A group of MSL staffers worked together to produce the 2015 Legislative Snapshot. These staff researched topics of importance to the Legislature and data that is relevant to inform deliberations, organize and/or format data and that data was mapped and charted to improve information understanding. Additionally, the data in both print and online forms was presented to help Legislators understand issues at both a statewide and local level. For the first time, we launched an online snapshot in 2015. To assist with marketing the online version and to help legislators get the word out about their district’s data, we created a QR code for every district and sent a customized email to each legislator that told them about the online snapshot and provide a link to their QR code.

We have received many positive comments about both the online and print version of the Snapshot. We will conduct a survey later in the session to see what worked best and where we can improve in 2017.

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.*

Along with Jo Flick, I co-chaired the 2015 Library Legislative Night, which was held January 15, 2015. While the night of the event was scheduled months ago, it worked out perfectly since our budget presentation was that morning. Library Legislative Night turned out to be a great time to remind legislators of the value of libraries and of the State Library.

Thanks to the work of many MSL staffers and MLA members, the 2015 event was one of our strongest ever. We moved all proceedings downstairs for the first time, which helped to concentrate everyone in one area; this seemed to keep the energy of the event strong. We offered READ posters again, along with beer and wine, a full dinner, live music and program information from MSL staffers and librarians. Some highlights included visits from the Governor (a first) as well as the Superintendent of Public Instruction and the Secretary of State. Additionally, we had 68 Representatives and 33 Senators, for a total of 101 legislators or 2/3 of the entire legislative body. Total attendance was 160.