

Increase Community Awareness|



Today's Objectives

Learn about how to increase
community awareness



Share best practices



Connect with colleagues

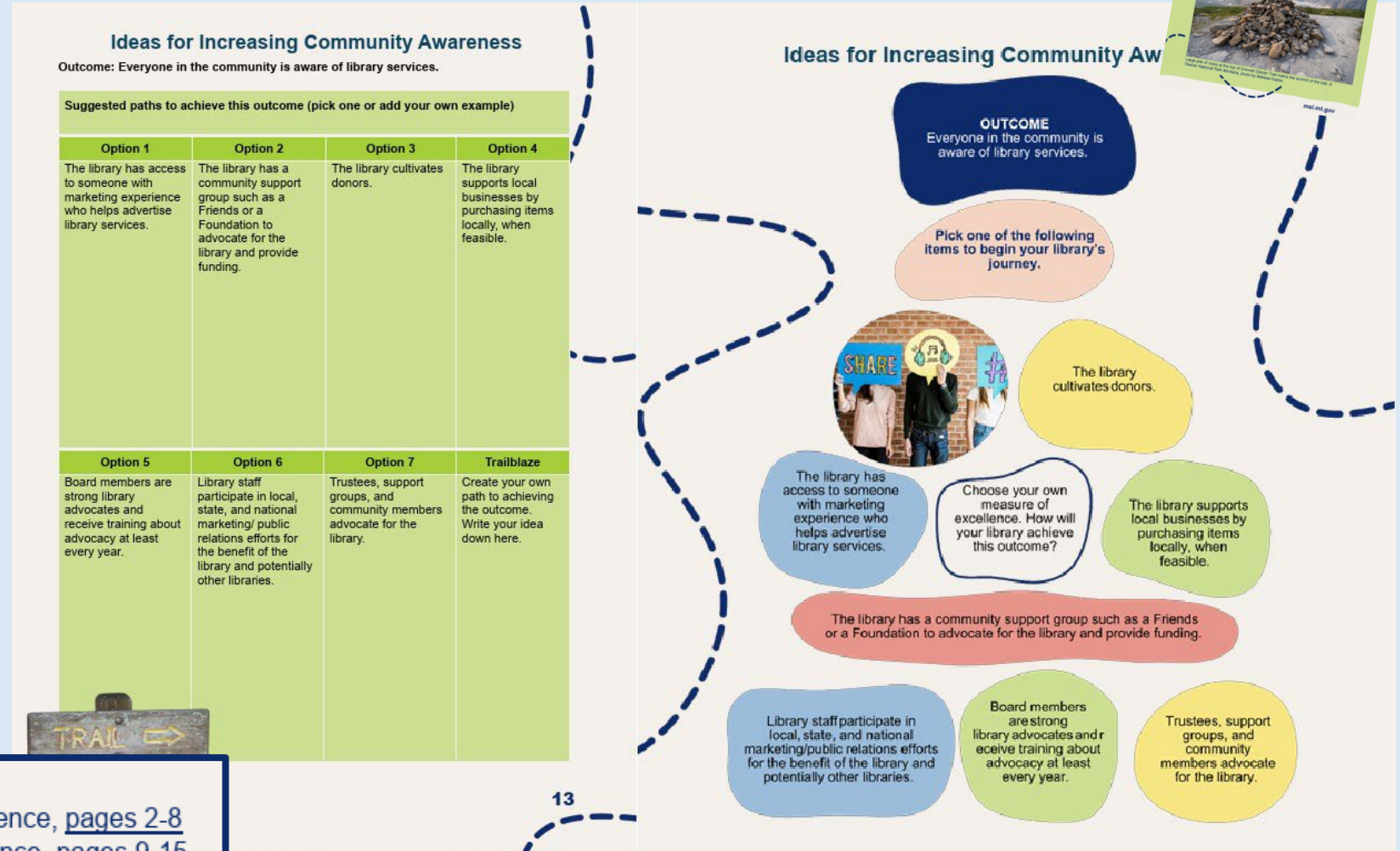
The Roadmap

ARM 10.102.1158 LIBRARY BOARD, GOVERNANCE, AND WORKING WITH THE DIRECTOR

(12) The public library board and director shall be familiar with the most current Public Library Standards Road Map maintained by the Montana State Library.

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- Trail Markers - visual exploration of library excellence, [pages 2-8](#)
- Summit Trail - linear exploration of library excellence, [pages 9-15](#)



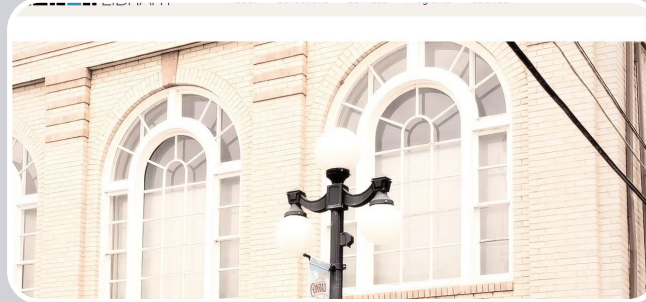
Hosts and Panelists

- Corey Sloan and Cara Orban
 - MSL Consultants
- Alina Prunean
 - Belgrade Community Library
- Tiffany Christensen
 - Conrad Public Library
- Sarah Peterson
 - Miles City Public Library

Meet the Libraries!



Belgrade
Community
Library



Conrad
Public
Library



Miles City
Public
Library

Belgrade



Photo via givebiggv.org







BELGRADE
BELLEROS COMMUNITY EDUCATION

**BELGRADE
SUMMER NIGHTS**

MUSIC, FOOD, FUN!
DOWNTOWN BLOCK PARTY ON BROADWAY STREET

AUGUST 20

Join Us!



BELGRADE
COMMUNITY
LIBRARY

City Of
BELGRADE





Increasing Community Awareness

Outcome: Everyone in the community is aware of library services.

Marketing Tactic: Public Relations and Publicity

- Participate in annual community-wide events
 - *Represent the library out in the community*
 - *Support local organizations*
 - *Provide goodies to community members*
- Publicize participation
 - Library social media & documents
 - Social media shares by local organizations
 - Local newspaper coverage

June: Whoop-Up Trail Days



August: National Night Out



October: Trunk-or-Treat





**December:
Christmas Stroll**

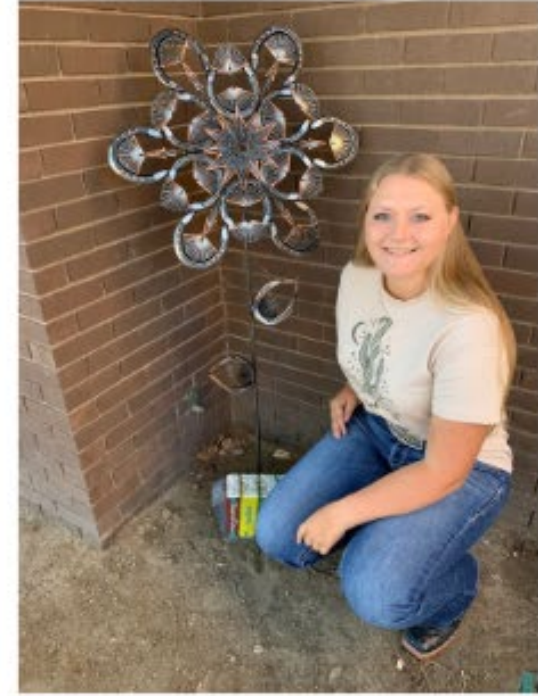




Teegan, CCDHS freshman



CCDHS Art Club
QR code to info video
coming soon!



Paige, Freshman
Tarleton State U, Texas

Downtown Art Walk Projects: Library

DEMPRO

CCDHS AdPod

- videocast with fun segments, sports, school news, and announcements (+ library plugs!)
- fully student developed, produced, edited, and distributed
- in-school viewing, instagram, other socials



2025 CCDHS seniors



Questions?
Advice?
Special Circumstances?



Upcoming Events



September 23 – Legal Topics: Personnel Questions



September 30 – Legal Topics: Conducting an Executive Session in a Public Meeting



October 7 – Navigating the Roadmap to Excellence - Improve Library Funding and Structure



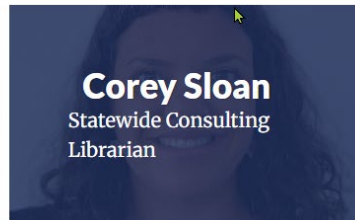
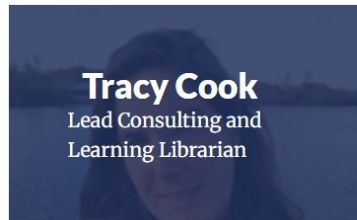
November 4 – Navigating the Roadmap to Excellence – Planning and Evaluation

MSL Evaluation Survey



<https://forms.office.com/g/ffUuzbA8gn>

MSL Consultants Can Help!



"This project was made possible in part by the Institute of Museum and Library Services."