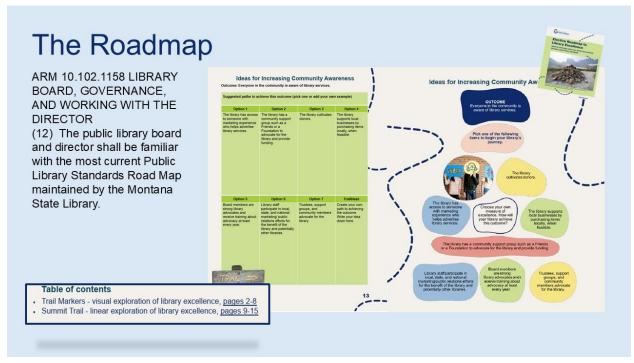


Increasing Community Awareness – September 9, 2025



Webinar Recording

- Recorded on September 9, 2025
- Watch the Video

Panelists

- Alina Prunean, Belgrade Community Library
- Tiffany Christensen, Conrad Public Library
- Sarah Peterson, Miles City Public Library

Links from Chat

- Roadmap
- Dr. Hilleman Biography
- Humanities Montana Democracy Project
- MSL Lifelong Learning Democracy Project Information



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Summary

Here's a **summary of the key points** from the webinar titled **"Elective Roadmap to Library Excellence: Increasing Community Awareness"**, featuring presentations from library leaders in Belgrade, Conrad, and Miles City, Montana:

Webinar Overview

- Hosted by Corey Sloan as part of the State Library's Elective Roadmap to Success series.
- Focus: Increasing community awareness of library services.
- Format: Presentations from three libraries sharing best practices and local strategies.

Palgrade Community Library – Alina Prunean

Key Strategies:

- Donor Engagement & Transparency: Regular updates, involvement in decisionmaking, and public recognition (e.g., plaques, newsletters, events).
- **Fundraising Events**: "Give Big" and "Look Who's Talking" to maintain momentum and visibility.
- Local Business Partnerships: Avoid competition by collaborating (e.g., candle-making classes with local studios).
- Marketing & Outreach:
 - Use of Canva and Library Aware.
 - Presence at local events like farmers markets.
 - Printed and digital materials.

Community Feedback:

- Comment cards and short surveys with incentives.
- Passive engagement (e.g., voting boards for fun topics).
- **School Collaboration**: Tours and outreach to grade schools; working toward more with high schools and colleges.
- Unified Statewide Promotion: Referring patrons to other libraries' resources when needed



Increasing Community Awareness – September 9, 2025

Conrad Public Library – Tiffany Christensen

Key Strategies:

- Post-COVID Public Relations: Reintroducing the library to the community.
- Annual Community Events:
 - 1. **Hoop Up Trail Days** Summer reading float in the parade.
 - 2. National Night Out Face painting booth.
 - 3. **Trunk or Treat** Themed book displays (e.g., "The Very Hungry Caterpillar").
 - 4. **Christmas Recital** Youth music performances during the town's Christmas stroll.
- Social Media & Publicity: Posts shared by other organizations; annual "Year in Review."
- Staff Recognition: Library staff becoming recognizable figures in the community.
- Comp Time for Staff: Participation in events is compensated with time off.

Miles City Public Library – Sarah (MCPL)

Key Strategies:

- **Relationship Building**: Focus on direct community engagement due to lack of a Friends group.
- Staff Recognition: Public celebration of librarian certifications and achievements.
- Public Art Collaborations:
 - Metal sculptures and murals by local youth displayed prominently on Main Street.
 - Mural honoring Dr. Maurice Hilleman, a local virologist.
- Democracy Project:
 - Civic engagement initiative with high school seniors.
 - Students created a videocast and social media content.
- Community Programs:
 - o Partnerships with public health, support groups, homeschoolers, and more.



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- Success Stories:
 - Farmer saved \$700 using Libby for audiobooks.
 - Elderly couple was surprised by library's relevance and usage.
- Advice:
 - Be bold, take risks, and seek funding.
 - No collaboration is too small to make an impact.

Panel Q&A Highlights

- Time Commitment for School Partnerships:
 - Keep visits short and structured.
 - o Pre-organize library cards and book carts.
 - Use shared board members to strengthen school-library ties.

Summary generated by Microsoft Copilot