

## **Mayor's Blue Ribbon Taskforce for the Miami-Dade Public Library System**



### **Awareness, Advocacy and Marketing Working Group**

Welcome to the Mayor's Blue Ribbon Task Force for the Miami-Dade Public Library System!

Your active participation in the Blue Ribbon Working Groups is critical to the success of this process. In your Working Group, you will analyze, participate in discussions and bring your own and your organizations' perspective as well as provide recommendations.

The Mayor's Blue Ribbon Task Force is tasked to recommend how Miami-Dade County can move toward a fiscally sustainable library system that meets the current and future needs of our County in an innovative, but pragmatic fashion. All content related to this process will be posted and regularly updated on the Mayor's webpage ([www.miamidade.gov](http://www.miamidade.gov)) and the Miami-Dade Public Library System webpage ([www.mdpls.org](http://www.mdpls.org)).

Working Group members will work closely in researching best practices and identifying options with a rationale linked to fiscally responsible considerations of our community's needs. Guiding questions will frame each group's discussions and recommendations.

#### **Guiding Questions:**

- What strategies are currently employed to create awareness of the services provided by Miami-Dade Public Library System (MDPLS)? Areas to be assessed include branding, website, applications and use of social media, communication partnerships, current work with Friends of the Library and the Library Advisory Board, and the manner in which cross messaging is employed.
- Who participates in this process?
- How can these efforts be refined and improved?
- If changes are being proposed to service level and/or delivery, how should the public be best informed and engaged?
- Can library usage be increased within the current service model?
- If new service models are considered, what strategies should be employed?

Suggestions for engagement must be specific and should take into account the diversity of our community and the various populations that currently benefit and/or could benefit from the services provided by MDPLS.