## Strategies to Create Awareness of Library Services

Libraries are challenged as never before to remain relevant to the community. With the rapid change in the Internet, today's library users have many options with which to access information. To remain relevant, libraries need to market their services to meet the target needs. The Miami-Dade Public Library System continues to position itself as a place where patrons are not only consumers, but creators of their own stories and experiences. Building the library's brand takes time, discipline, and commitment; yet, this is a worthwhile effort to shape the way customers perceive the library and their collective interpretation of the library's ability to deliver on its mission. Research conducted by libraries across the country reveals one of the primary reasons more people do not make full use of their public library is that they are not well-informed about many new and non-traditional services available to them. Libraries are responding to this information gap by making marketing a strategic priority, intensifying efforts to brand and market their services more effectively, designating staff members as marketing managers, and including marketing as a line item in operating budgets

## **Delivering the Message**

The Miami-Dade Public Library System has employed a number of strategies to help create a favorable association in the minds of its public. These types of efforts are critical in terms of creating brand loyalty so that customers look to the library to meet their needs and come back repeatedly to take advantage of the library's programs, services, and collections. Modes of delivering the library's message include:

## Advertising

During favorable budget years, the library system has been able to allocate funding towards the purchase of advertising in print and electronic media. This effort has been enhanced through media partnerships with the Miami Herald, Cox Radio, Community Newspapers, Univision 23, WFOR CBS4 and other media houses. The county's Community Information and Outreach (CIAO) department has played a key role in library advertising by providing funding to support this effort.

### **Community Outreach**

The key reasons for outreach is to increase awareness of library programs and services, collaborate with community leaders and organizations to determine service needs, and develop partnerships. Participating in community outreach is a way for the library to connect with residents across the county. From school visits to family festivals to major cultural and educational events, library staff actively shares information about the many resources the library has to offer the community.

## **E-mail Subscription Service**

Library users have chosen to stay connected with the library through an e-mail subscription service. Subscribers receive regular emails informing them about library programming, services and current events. This tool is also used to share the monthly book selections with members of book clubs.

## **Mobile Applications**

With mobile applications, customers are able to connect with library services while on the go, allowing them to interact with their library from anywhere, at any time.

**MDPLS iLibrary App** – MDPLS iLibrary is the fastest and easiest way for customers to search the library catalog for their favorite books, music and movies, access their account, and find the nearest library.

**Overdrive** – Customers can search, checkout and download eBooks to read or audiobooks to listen to on their tablet or mobile device using the Overdrive Media Console app.

**Freegal** – Customers can download free and legal music from a collection of more than seven million songs and music videos, including music from today's top artists, with the Freegal Music App.

**Mango Languages** – With Mango Languages' Library Edition App customers can get free access to over 40 foreign language courses and 15 English courses taught in the user's native language.

**Blio Reader** – Customers can read eBooks for children and teens from Axis 360 on a tablet or mobile device with the Blio Reader app.

**Ask-A-Librarian** – With the Ask-A-Librarian app, customers are able to ask a Florida librarian a reference question from their tablet or mobile device.

**Access My Library** – Access My Library turns customers' phones and tablets into a valuable research tool. Through Gale databases, they can access a vast array of information from current magazines, journals, encyclopedias and more.

**Axis Reader** – Customers can search, checkout and read PDF eBooks for children and teens from Axis360 on their tablet or mobile device with Axis Reader.

**Zinio** – Customers can download and read the latest editions of their favorite magazines on a tablet or mobile device for free with the Zinio app.

## **Print Collaterals**

The Library System is proud to have an internal Graphics Department and Print Shop. This allows for the creation of collaterals including fliers, posters, and brochures for promotion of library programs and services. These collaterals are displayed and distributed within the branches and used during outreach events.

#### **Public Relations**

The library disseminates information on programs, services and current events through the distribution of press releases to media outlets. At one time, the library had a dedicated public information officer who managed the development of all marketing collaterals including press kits, public relations campaigns, speech writing, PowerPoint presentations and other activities critical to enhancing the image of Miami-Dade Public Library System.

#### **Social Media**

The library currently has an active Facebook account, www.facebook.com/ miamidadepubliclibrary, which is managed and updated on a regular basis with posts promoting upcoming library programs and events, informing users of library news and sharing photos of what is happening in the libraries. The Facebook posts also include book recommendations, promotion of services such as Jump Start and Connections, and promotion of resource such as the library databases and 24/7 apps. A Twitter account, twitter. com/MDPLS, has been recently created and will be used daily to push out library messages, to promote library services, resources and programming, and to share photos of what is happening in the library. A Pinterest account, www.pinterest.com/mdpls, has also been created. Boards for topics such as Library Book Displays, Recommended Reads, Book Club Books, and Library Services will be created with pinning occurring on a regular basis. The library recently assigned a librarian to manage its social media footprint.

## **Staff Development**

Through in-house trainings, webinars, workshops and conferences, library staff are informed about library resources and programs and are guided on the best ways to provide and share these resources with customers. Customers are the best link the Library has to connecting to non-library users. By staff delivering a five-star customer service experience, library patrons will share their great library experiences with others, reaching a part of the community that may not be familiar with our services. This word-of-mouth marketing begins with staff and ends with a new patron walking through our doors.

#### **Videos**

Videos are a vivid way to highlight the programs and resources the library offers. These videos are shared during outreach events, in presentation to community organizations, and are also shared with the community through the website.

#### Website

www.mdpls.org

The library's website is the 24/7 gateway to information. The website connects users to the library's catalog, subscription databases, calendar of events, latest news and press releases, and downloadable eBooks, music and magazines. A new website is currently being developed and will continue to provide access to library services and resources, as well as provide fresh content and active user interface.

## **Five-Star Customer Service Marketing Campaign**

The Five-Star Customer Service initiative took place in February 2013 and gave employees an opportunity to take stock of their roles and responsibilities and to reiterate that the Library System is not "just about books, but is about providing quality service." This campaign required staff to "raise the bar" on their own standards and prompted them to answer the question, "How can I improve upon what is already good service?" While the System has consistently received high marks and patrons are generally satisfied, this campaign strived to reach the pinnacle of customer service expectations. Secondly, it was designed to give the public a set of expectations on what they should expect when visiting a library.

## Every employee is the Library System!

Internal campaign: The internal component of this plan was designed to reaffirm why employees work here and to help them feel connected to the Library System. It was intended to empower staff to be the "best that public service/government has to offer" and refocus our attention that we are not just about books, but people, too. The intention was to help to increase employees' satisfaction with the organization, to empower them about their roles and responsibilities and to get them to embrace the spirit of the Five-Star Customer Service model.

## Steps to delivering 5-Star Customer Service internally:

- Respond to emails and voice mail promptly and Politely
- Re-read e-mails for content and courtesy to other employees
- Be courteous and respectful to one another
- Take pride in your work
- Build teams within and with other departments
- Respect others
- Follow the ALERT philosophy
- Work smart
- Be prepared
- Be available and accessible to colleagues
- Administrative staff sets the example

#### Strategies:

- Develop an incentive program
  - Use employees in ad campaign
  - Consider weekly email message from Raymond
  - Roll out program with branch managers/ Director and Assistant Director will begin rolling out program immediately
  - Certificates or other types of recognition pieces
  - Create bulletin board at branches

- Have branches submit photos and stories to Library Announcements
- Feature updates on how branches are delivering customer service in Library Happenings .
- Develop 5-Star outline to train administrative staff
- Schedule tours with administrative staff to share message/ Being scheduled now
- Post vision and new Five Customer Service Experience statement in each branch

External campaign: The external component of this plan is geared towards our patrons and their experience of the Library System. The intent is to provide them with a list of expectations and then provide them with a WOW experience!

Steps to delivering Five-Star Customer Service externally:

- Always go the extra mile
- Become a part of their experience
- Create a memorable experience
- · Staff is our biggest advertising
- How a patron interacts with staff creates the impression they have of the library system
- WOW Factor—have customers leaving the library completely WOWED by service received

## Strategies:

- · Create posters with language for all locations
- County employee weekly email newsletter, "What's New?"
- More visibility on our website
- Bookmarks
- Email blast to distribution list stating our promise to deliver 5-Star Service
- Create list of patrons who have experienced our 5-Star Service and use them as testimonials
- Train our patrons make them aware of their expectations. "Did we...?" "Did you receive...?"
- "I Pledge to" signs at all check out areas we can even personalize it so that branch staff "owns it."
- Capital plan updates on a regular basis in Library Announcements, website and via email messages from Raymond
- Promote: Services, Resources (Books, Wifi –why are people paying for it?), Facilities (new and improved, safe, comfortable) and Staff (experienced, talented)
- Website exposure (share successes online using individual examples)

## Possible slogans:

- "It's A Whole New Day at the Library!"
- "It's A Red Carpet Day at your Library!"
- "We're Here For You!"
- "We Open Doors for You."
- "We're Your Best Search Engine."
- "Your Library: An inviting, comfortable and safe place."

## Measurements:

• To measure the success of our efforts, a new survey for both employees and patrons will be designed and evaluations will take place.















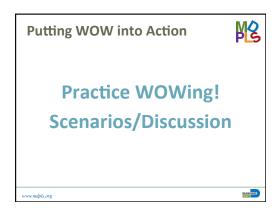
















## **Branding**

Maintaining a positive image is critical for the library and for marketing library products. The library system has used branding as one of the key methods to help develop and reinforce a stronger brand association in the customers' minds.

## **Past Logos**





## **Current Logo**





## **Library Cards**

The Library offers a variety of library cards that appeal to adults, teens and children, including our vinatge card and new look. In addition teens registered with YOUmedia Miami receive an exclusive YOUmedia card.



## **Slogans**

Delivering Excellence Every Day

The Most Important Card You'll Ever Carry

## **Marketing Plans**

Like many other organizations, the Miami-Dade Public Library System realizes that adopting a structured approach to marketing puts the library on the path to growth and vitality and that a "market driven/customer driven" approach must be adopted throughout the organization in order to be successful. The development of annual marketing plan is critical.

## 2013-2014 Marketing Plan

The Miami-Dade Public Library System is a vibrant community-learning center that provides residents equal access to technology and information. The library supports the pursuit of lifelong learning through its services, programs and collections. All 49 branches are inviting, people-friendly places that are community anchors delivering cultural programs and engaged in public/private partnerships.

The library welcomes over 6.2 million visitors; receives 4.3 million hits on its website; circulates 6.7 million books or other resources; provides 1.5 million hourly computer sessions and offers over 15,000 cultural and educational programs.

The library is a vital part of Miami-Dade County. It is a user-centric government department that evolves and adapts in order to provide the resources, services and programs needed by the community.

#### Goal:

To gain public awareness and increase usage of the Library System's programs, collections, and services.

#### Target Audience:

The Library System is open to all residents in the library's taxing districts and offers borrowing privileges to specific areas outside the district. The target audience consists of internal and external groups, including families, stakeholders, staff, potential customers, elected officials and the media.

### Objectives:

- Increase library usage from current patrons and gain new users
- Increase awareness of library resources and services
- Gain wider exposure for our multi-cultural programs
- Increase awareness and usage of available resources to seniors and individuals with disabilities
- Increase website traffic
- Establish a stronger relationship with our local community, community groups, schools and other education providers through outreach.

## Strategies:

- Evaluate current marketing approaches through staff and public input
- Review and increase multi-channel marketing (print, online, social media)
- Solidify inter-departmental relationships to increase internal stakeholder (staff) buy-in for marketing strategies.
- Establish a stronger relationship with the local community, community groups, schools, and other education providers.
- Conduct shared marketing with other County departments.
- Have staff be proactive in marketing library programs and services.
- Improve the library's website to create a better user experience
- Use the website to highlight services and programs
- Continue uniform branding/signage

## Annual System Wide Programs & Initiatives:

### 1st Quarter (October – December)

- Children's Bookmark Contest
- Hispanic Heritage
- Teen Read Week
- Affordable Care Act (Federal Insurance Marketplace)
- Job Search & Resume Writing
- Healthy Lifestyles for children, adults & seniors
- Environmental Awareness

#### 2nd Quarter (January – March)

- Lifetime Arts -Creative Aging program for seniors
- Black History Month
- Reading Ready
- Job Search & Resume Writing
- · Healthy Lifestyles for children, adults & seniors
- Technology Petting Zoos
- Environmental Awareness

### 3rd Quarter (April – June)

- Teen Poetry Month
- Job Search & Resume Writing
- International Art of Storytelling

- National Library Week
- Environmental Awareness
- · Healthy lifestyles for children, adults & seniors

## 4th Quarter (July – September)

- Summer Reading
- Healthy lifestyles for children, adults & seniors
- Job Search & Resume Writing
- Environmental Awareness

The Library System will create a target-marketing plan for each special program and events. For each marketing campaign, the Marketing Department will determine the means of promotion best suited to the service, product or concept being promoted or is most suitable for the target audience. Promotions can include the following:

- Public Service Announcements (PSAs) on radio & television
- Bus and/or Metrorail Placards
- Newspaper Advertising (print and online)
- Social Media Facebook, Twitter, Pinterest, Blogs
- · Library's website
- Create library App for smartphones
- Articles in local/community newsletters (print and online)
- Articles in professional publications such as American Libraries and Library Journal
- Fliers and Publications –re-evaluate current materials to determine effectiveness
- Community Partnerships
- Participation in Outreach Events
- Development of Quick Response (QR) Codes
- Signage in branches

Budget: The library will aggressively seek media and private partnership to fund advertising and promotional opportunities. Allocated budget will be prudently used to fund campaigns that will provide best ROI.

## 2012-2013 Marketing Plan

Overarching Theme: From Consumer to Creator (Internal)

## Suggested Taglines:

- Create Your Own Story @ Miami-Dade Public Libraries!
- Create and Connect at Your Miami-Dade Public Library!
- Share Your Story @ Miami-Dade Public Library

The 2012-2013 year will promote the message that patrons are creators of their own stories. The selected tagline will be used on all marketing materials, the website and on the email signature of all staff emails.

1. Word-of-Mouth Training for Staff – The Marketing Unit will conduct workshops (throughout the year) for staff on word-of-mouth marketing, public relations and 'selling' techniques and get them excited about the campaign. It is imperative to enlist staff support and buy-in for spreading the word. Assign brand ambassadors and create new energy and recharge staff. IN PROCESS

## Suggested Marketing Strategy:

- Provide regular "Happenings in the Branch" messages for staff so that they know what is going
  on in the surrounding areas. A template would be designed by graphics and the LBS or their
  designee would input the information. This will help with internal communications and upselling
  programs and events.
- Develop a volunteer Library's Street Team train staff in PR and have Graphics design cool
  palm cards using one on the new library card designs and a QR code. Staff can distribute it
  while they are living and playing!
- 2. Roll Out New Website/New Library Cards Redesign www.mdpls.org and create new library cards that appeal to children, teens and adults. Roll out 'new look' internally and externally.

## Suggested Marketing Strategies:

- Creative Development Create a new brand and new tagline (out with the Main Library image). The new look will help to reposition the library as a desirable place to be and will bring to life the vision of becoming the compelling community destination. Estimated cost: 0.
- 30 days out Create a countdown clock on old website so that patrons are aware that the website will have a new look. Estimated cost: 0.
- New Entrance Banners @ Main Replace current banners at Main with new ones that feature the new brand. Estimated cost: \$750.
- Email Blasts Send countdown message to current govdelivery subscribers. Estimated cost: 0.
- Create a Mayor's Library Card Challenge Media Event Enlist the support of Mayor Gimenez who will visit a branch and select one of the new library cards.

- Patron Photo w/their New Card When a patron gets their new library card, staff will take their photo and ask why they chose that card and why they like the library. Photos will be posted on the branch's web page. Estimated cost: 0.
- Metro Station Outreach Have Library Street Team cover Metrorail stations and distribute palm cards during the morning rush hour commute.
- Media Buy Create a buzz around the new site the library card challenge. Purchase time on Total Traffic Network and NPR. Estimated cost: \$4,000.

| Station | Frequency | Format               | M-F |
|---------|-----------|----------------------|-----|
| WBGG-FM | 105.9-FM  | Classic Rock         | 8   |
| WHYI-FM | 100.7-FM  | Adult Top 40         | 4   |
| WIOD-AM | 610-AM    | News-Talk            | 12  |
| WMIA-FM | 93.9-FM   | Rhythmic AC          | 6   |
| WINZ-AM | 940-AM    | Sports               | 10  |
| WSHE-FM | 103.5 FM  | Adult Variety        | 4   |
| WMGE-FM | 94.9 FM   | Spanish Contemporary | 6   |

- 3. Redesign Calendar of Events Re-evaluate current monthly program get input/feedback from staff on its current effectiveness and usage and recreate new look based on their suggestions.
- 4. Promote Branch Events & Programs Create individual branch posters with QR codes and a QR decal for outside the branch. Patrons would shoot the code and be taken to the branches web page for programming information. Estimated cost: \$1,000.
- 5. Promote Reading Ready and My First Library Card! Campaign Select one hospital as a 'test site' and create a RR care package for new moms. Upon their exit, the hospital volunteer would present them with the RR information.
- 6. Promote Library Card Applications Provide a kiosk at regional libraries where patrons can go online to apply for their library card. When application is completed, patron is requested to ask staff for sign off.
- 7. Facebook Push Facebook likes/friends. Continue to send email blasts to govdelivery subscribers and encourage staff to push the Library's Facebook page to their friends and family. FACEBOOK LIKES 3,817!
- 8. Monthly e-Newsletter Re-evaluate current quarterly newsletter Happenings. Determine if a redesign is necessary and if it's an effective tool. Consider changing it to monthly email blast which features the one or two stories from the previous month as well as one or two upcoming events.

- 9. Did you know? The Library fits in your pocket! Created Andriod/ iPhone apps that allow patrons to browse the catalog, reserve books, and renew materials (as well as free apps already available from the Gale and Overdrive products that we already pay for). The app could also have a feature where library programs show up on people's event calendars on their phones depending on interest and location (ex. toddler storytimes at Miami Beach for a mother of young children).
- 10. YA Video Contest Involve teens in creating a video about the library. Seek out arts magnet schools, etc. to see if they can get a "viral video" campaign going. A prize will be awarded to the winners. Pitch local stations to air winning spot. Host a "film festival" of the best ads as an adjacent YA program.
- 11. Miami Artist to Create Library Poster Get local artist to donate a poster/print as part of our rebranding efforts.
- 12. Twitter/Facebook promo Have patrons tweet photos of themselves doing literary or library things. Post some of the most funny and interesting photos and tweets.
- 13. VPK/Head Start Outreach Provide Outreach staff with a Wi-Fi/Polaris enabled laptop, registration forms and Reading Ready to visit neighborhood Head Start programs on the first day of registration. When a parent signs their child up for Head Start, they can register for a library card at the same time.
- 14. Reading Ready Outreach Visit kindergarten orientation for parents of share RR information.
- 15. Continue to Promote System Wide Initiatives:

1st Quarter (October – December)

- Writer-in-Residence Program Pitch Kekla Magoon to WLRN and library media feature one or two teens.
- Children's Bookmark Contest
- Teen Read Week
- Sensory Garden @ Shenandoah Branch
- HealthyLiving

## 2nd Quarter (January – March)

- YOUmedia Miami
- Black History Month
- Creative Aging
- Databases, eBooks, etc. Contact other libraries who have training PowerPoints on these subject areas.
- Viva Florida 500th Anniversary time capsule (all year long)

## 3rd Quarter (April – June)

- · Teen Poetry Month
- AOS (under separate plan)
- Summer Reading
- · National Library Week

## 4th Quarter (July – September)

- Summer Reading
- Literacy Package
- · Health & Wellness
- Job Search
- Small Business

## 2009-2010 Marketing Plan

#### NEW PROMOTIONAL CAMPAIGNS

The Library System will embark on several new initiatives during FY '09-'10. The Marketing and Media Relations Unit will provide graphics, marketing/media relations and public relations support to help publicize and promote the following system wide programming initiatives:

- EARLY LITERACY INITIATIVE Develop materials (web based and print) which include employee manual, Parents Guide to Early Literacy, corresponding bookmarks and children's area display (in select branches). Also includes creating an Early Literacy Web Page. (Separate Budget Item)
- HOMESCHOOL GUIDE Develop materials (web based and print) to promote the Library's Home School resources and collections.
- e-GOV & YOU! Develop materials (web based and print) to promote e-Government resources.
- DEVELOP A NEW GUIDE TO SERVICES Redesign the Guide to Services from a four-panel brochure to a double-sided flier.
- POLARIS ROLLOUT Develop materials (bookmark, flier and poster) that will announce the new system.
- DATABASE PROMOTION Determine the best six to seven databases and develop materials (bookmark, flier and poster) to promote them.

#### **ONGOING**

The Marketing and Media Relations Unit will continue to lead the efforts, in partnership with Computer Services, to update and manage the Library's website.

• WEBSITE DEVELOPMENT - Continue to evaluate and work with Computer Services to continually update and manage the website.

#### QUARTERLY PROMOTIONAL CAMPAIGNS

Provide marketing, media relations and public relations support for the following initiatives:

### 1st Quarter (October –December)

- Teen Read Week
- Hispanic Heritage
- Bookmark Contest
- National Children's Book week
- Exhibitions
- Grand opening of Naranja Branch Library
- Happenings (web-based)

## 2nd Quarter (January - March)

- Black History Month
- Exhibitions
- · Grand opening of Palmetto Branch Library
- Grand opening of Shenandoah Branch Library
- Grand opening of Hispanic Branch Library
- Happenings (web based)

## 3rd Quarter (April – June)

- Summer Reading for kids, teens and adults
- National Library Month
- Art of Storytelling (Separate Budget Item)
- Exhibitions
- Happenings (web based)

## 4th Quarter (July – September)

- Summer Reading for adults and kids
- Exhibitions
- Happenings (web based)

### Social Media in Libraries

Social networking services such as Facebook and Twitter connect millions of people daily who want to share and explore their activities and interests with others. Social networking affords important marketing and communications tools for libraries—but only if effort is made to update content and answer posts and inquiries. Sixty-five percent of teens and 35 percent of adults are now using social networking websites, with the share of adult users quadrupling from four years ago and the fastest growing sector being over 55 years of age. The integration of social networking into marketing plans, considered cutting edge only a few years ago, is now routinely in use.

#### **MDPLS Social Media Plan**

#### **Facebook**

The goals for using Facebook are to inform users about programs, services and resources the library provides and to increase page likes so that more users can be reached. As people like or comment on a post, their friends will see the MDPLS post and will hopefully want to like the Library's page as well. There will be a minimum of one post a day to Facebook, including weekends, with various postings times.

To inform users of programs, services, and resources the library provides, posts will include:

- Promoting upcoming programming and art exhibits
- · Sharing resources the library provides
  - Ex: eBooks are always FREE with your MDPLS library card. Check out one today! provided>
  - Tie in major historical events with our books or databases. This day in history...
  - Highlighting books and reading lists
  - o Highlighting 24/7 resources
- Promoting services such as Connections, Jump Start and Bookmobile

To increase the number of page likes and expand our reach, posts that will help increase interaction will include:

- Photos of our libraries, both past and present
- Photos showing historical Miami-Dade County
- Interactive questions such as "What are you reading this weekend?" and "Who inspired your love of reading?"
- Infographics once they are created
- · Quotes about libraries and reading

Posts done on an as needed basis will include:

- Library closings, power outages, phones out, no a/c, etc.
- Problems with the website, catalog, Overdirve, Freegal, etc.
- Sharing positive news media stories

#### **Twitter**

Twitter will be used to promote library programs, resources and services as well as share photos and information about what is happening now in our libraries. Tweets are intended to be short and to the point using only 140 characters. Many of the tweets will be similar in nature to the posts on Facebook. Often there will be links to the website, catalog and events calendar to provide more information to followers. Tweeting will be done daily, including weekends, with various tweeting times.

#### Tweets will include:

- Information about specific programs in libraries
- Links to the events calendar for programs meeting the same event type or theme
  - Celebrate Halloween @ the Library
  - Share your thoughts on great books and participate in the discussion Join a Book Club!
- Information about library resources and services, linking back to the website
- Random facts about the library
  - Number of visitors each year
  - Number of books checked out
  - Most popular children's book last year
- Share current location of the bookmobile

#### **Pinterest**

Pinterest accounts consist of boards that images, often linking to websites, are pinned to. While pinning will be done on a regular basis, Pinterest is also a tool that allows followers to easily go back and see what we have pinned on our boards, something that is not easily done with Facebook and Twitter.

#### Boards to be created include:

- Book Clubs Pinning the covers of the current/next month's titles
- Branch Book Displays photos of the different book displays
- Library Crafts Pins linking users to the instructions for different crafts done in library programming
- Book Lists Each board will represent a different theme. The pins of the book covers will link back to the library catalog

- Databases Pins to back to our databases
- Reading Ready Resources
- Major programming events Pins will include books and resources related to the events

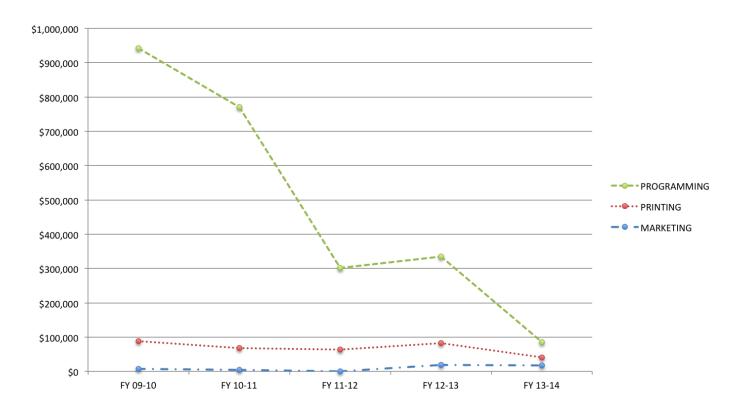
## **Social Media Content Plan**

| Monday                      | Tuesday  | Wednesday   | Thursday   | Friday  | Saturday   | Sunday   |
|-----------------------------|--|---|--|---|--|--|
| Promote programming for the | Reading<br>Suggestions   | Promote<br>Services   | Throwback<br>Thursdays   | Interactive<br>Questions  | Fun facts<br>about the<br>library                        | Programs for upcoming week   |
| tor the upcoming week.      | Art Exhibits  Book release tie-in – link to catalog to make requests, share other titles by author, share read-a-likes | Databases  eBooks (major authors or title just added)  Jump Start  Project Lead  Connections  Apps  Freegal  Zinio  24/7 Library  Museum Passes | Old photos of<br>the libraries  Old photos of<br>Miami/South<br>Florida in the<br>collection | Who inspired your love of Reading?  What is your favorite Fantasy character?  What are you reading today? | Infographics Quotes about Libraries Quotes about Reading | Photos from programs, book displays and interesting pictures of the libraries. |

## Anytime as needed:

- Share positive news stories mentioning MDPLS
- Library closings, power outages, phones out, no A/C, etc.
- Problems with the website, catalog, Overdrive, Freegal, etc.
- Starting of major initiatives Bookmark contest, photo contests, etc.
- Outreach events post about them ahead of time and share photos as the event is going on

# **Budget**



|  | FY 09-10  | FY 10-11  | FY 11-12  | FY 12-13  | FY 13-14 |  |
|--|-----------|-----------|-----------|-----------|----------|--|
| MARKETING  | \$7,000   | \$5,000   | 0         | \$18,900  | \$18,000 |  |
| PRINTING   | \$81,580  | \$63,400  | \$63,400  | \$63,400  | \$23,000 |  |
| PROGRAMMING*   | \$854,100 | \$701,700 | \$237,700 | \$252,200 | \$45,000 |  |
| * Funding for the S.M.A.R.T. Tutoring program included in FY09-10 and FY10-11. |           |           |           |           |          |  |