

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



Awareness, Advocacy and Marketing Working Group Virtual Binder Table of Contents

AAM01 Master Plan Document and Calendar

AAM02 Library History

AAM03 Library Presentation to Blue Ribbon Working Group

AAM04 Guiding Questions

AAM05 Introduction

AAM06 What the Library Offers

AAM07 Strategies to Create Awareness of Library Services

AAM08 Public-Private Partnerships and Community Outreach

AAM09 Advocates & Supporters

AAM10 Supporting Documents

- Calgary Library Marketing Campaign
- Charlevoix Public Library Marketing Plan

- Edmonton Library Rebranding
- Geek the Library- In Action
- Geek the Library- Introduction
- Geek the Library- Summary
- Hartford Library Card Campaign
- Helpful Links
- How Libraries are Using Social Media
- In the Country of Anything
- Marketing in Public Libraries
- MDPLS News Articles
- MDPLS Programming Plan
- Montgomery County Public Libraries Marketing Plan
- San Antonio Public Library Marketing Plan
- Worthington Libraries – Find Yourself Here

AAM11 Beyond 2014

AAM12 Statistical Package

- Comparison Chart- Financial
- Comparison Chart- Geographic Area
- Comparison Chart per Capita
- Comparison Chart per Visit