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

Awareness, Advocacy and Marketing Working Group

Established

MDPLS Established
in 1971

11 Branches

Timeline

1895 Founding of Coconut Grove Library

1902 Lemon City Library established

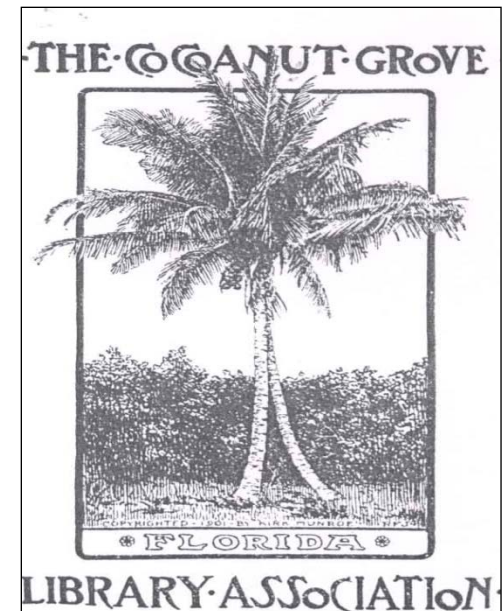1905 Miami's library founded
by Woman's Club

1928 First bookmobile

1941 Dorsey Memorial Library opens
First public library building owned by the
City of Miami.

1942 Miami forms Public Library System

1951 New Main Library opens in Bayfront Park

1965 Miami agrees to provide public library
service to unincorporated Dade County and to
municipalities that did not provide their
own library service.

THE·COCOANUT·GROVE
·FLORIDA·
LIBRARY·ASSOCIATION

MD
PLS

Timeline

1971 Miami transfers library system to Metropolitan Dade County creating the Miami-Dade Public Library System (MDPLS)

1975 Homestead Public Library joins MDPLS

1976 Hispanic Branch opens

1972 Decade of Progress Bond Issue, 13 new facilities (built & opened 1976-1990)

Timeline

1983 BCC approval of a two year .5 mill increase to establish a Book Trust

1986 Miami Beach Public Library and its two branches join MDPLS

1992 Civic Center Kiosk opens at Metrorail station

2001 BCC approval of a .125 millage increase to fund a Library Capital Plan, (2001-2011, 18 new facilities and the restoration of bookmobile services)

Fast Facts

6.2 million Library Visitors

1,647 Public Computers

System Wide Wi-Fi
and Free Internet

Wi-Fi hotspots in three
adjacent county parks

Collection of
4 million items

More than 8,000 free
downloadable audio
and e-books

An assortment of free
databases on subjects from
Automobile Repair to Zoology

Vision Statement

The Library will be
the compelling community
destination by providing
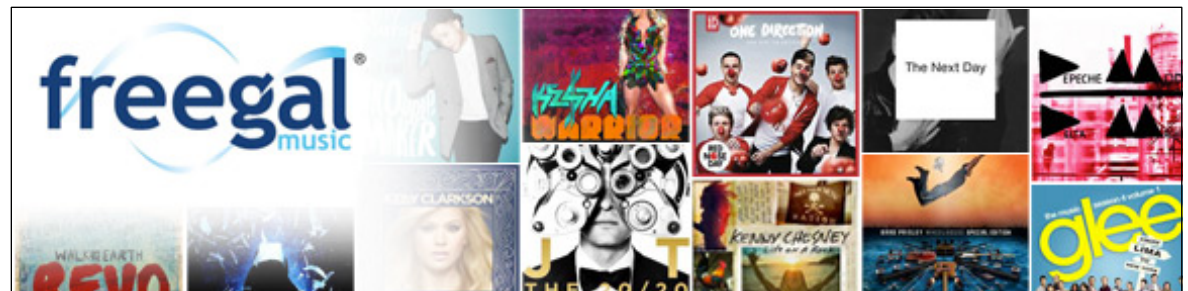a 5-Star customer service
experience.

Core Services

Core Services

We are more than books!

**We are in the
people business**

**We inspire consumers
to become creators**

**We strive to be
the third place**

Special Collections

The library system is home to several special collections that support the informational, educational and recreational needs of the community.

These include:

Cuban Collection

Florida Collection
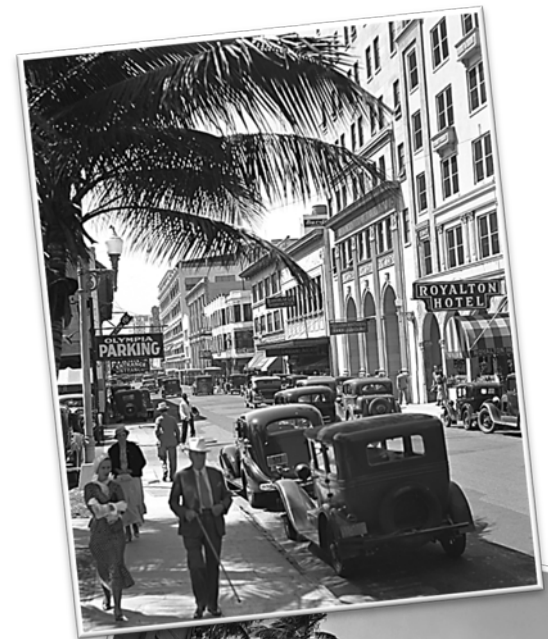   & Romer Photography Collection

Genealogy Department

Government Documents

Orchestral Scores Collection

Schomburg Collection

The Permanent Art Collection & Vasari Project

Outreach Services

Outreach Services

Jump Start
Storytime Kit Program

Project L.E.A.D.
Literacy Program that Teaches Adults How to Read

Mobile Library
Library on Wheels

Talking Books
*Provides Braille and Audio Materials
to Visually Impaired Patrons*

Connections
Offers Library Materials for the Homebound

MD
PLS

Programming

Programming

Childrens

Reading Ready
Bookmark Contest
Summer Reading

Teens

T-shirt Contest
Photo Contest
YOUmedia Miami

Adults

Creative Aging
Computer 101/Internet Classes

Celebrating 14 years of International Partnerships

Highlighting the important role of storytelling in education, culture and recreation
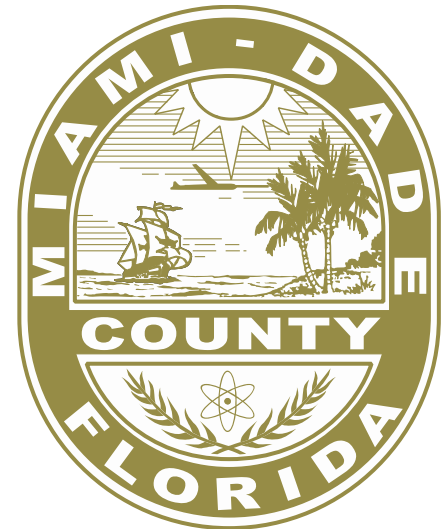
Awareness, Advocacy and Marketing
Guiding Questions

What strategies are currently employed to create awareness of the services provided?

How can these efforts be refined and improved?

How should the public be best informed and engaged?

Objectives & Strategies

Objectives

Increase Library usage from existing patrons as well as new users.
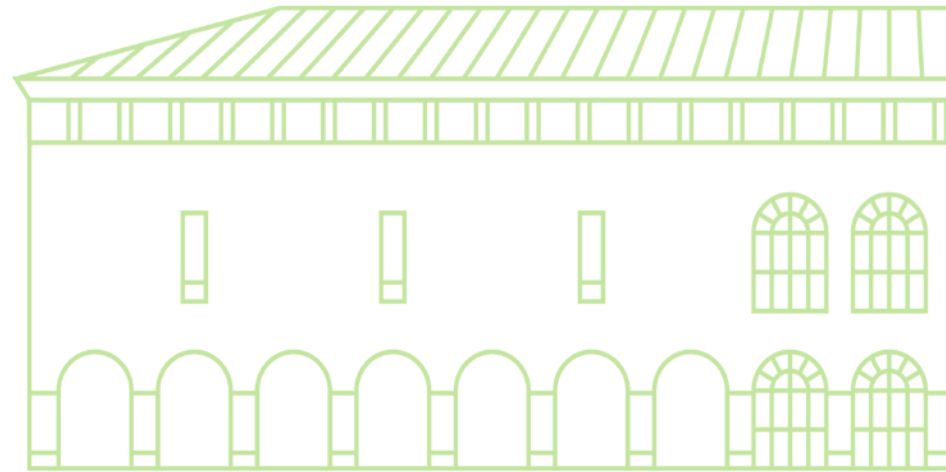
Increase awareness of Library resources within the community.

Strategies

Develop system wide campaigns to promote programs and services.

Develop partnerships with media organizations, community leaders and other organizations that can assist in our efforts to promote programs and services.

Collaborate with other internal units to develop and execute the Marketing Plan.

Delivering the Message

Outside Media

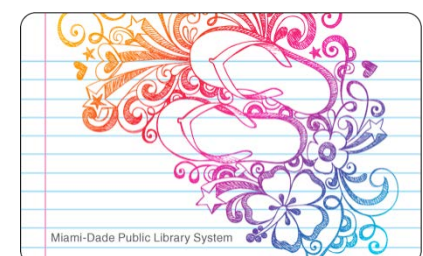**E-mail Subscription Service**

Mobile Applications

Print Collaterals

Monthly Events Calendar

Social Media

Word of Mouth

Website

Advocacy

Local

Board of County Commissioners sets millage rate & approves budget

(Library Advisory Board, Friends of the Library, Public)

State

State Aid to Public Libraries Grant

Governor's Budget, Department of State

Transportation & Economic Development Committee

(MD- Intergovernmental Affairs, Florida Library Assoc., Library Advisory Board, Friends of the Library, Public)

Federal

Library Services & Technology Act (LSTA)

Institute of Museum and Library Services

Universal service Program (e-Rate)

(MD- Intergovernmental Affairs, Florida Library Assoc., Library Advisory Board, Friends of the Library, Public)

Quotable Facts

Did you Know?

58% Of adults in the U.S. have public Library Cards.

Americans go to school, public and academic libraries more than three times more often than they go to the movies.

Reference librarians in public and academic libraries answer nearly 6.6 million questions weekly.

2012 ALA poll found that 94% of respondents agree that libraries play an important role in giving everyone a chance to succeed.

Quotable Facts

Did you Know?

There are more public libraries than McDonalds in the U.S. – a total of 16,766 including branches.

Americans spend nearly three times as much on candy as they do on public libraries.

Americans check out more than eight books a year, on the average. They spend $35.81 a year for the public library – about the average cost of one hardcover book.

Almost 89% of public library outlets offer wireless Internet access.

More than 92% of public libraries provide services for job seekers.

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

Awareness, Advocacy and Marketing Working Group