

August 9, 2011, The Future of Indiana Public Libraries Conference

Sponsored by IPLA, ILF, and MCLS

Red Group – Top Issue/strategy/action steps

Issue:

Build On Brand for Future

Strategy:

Expand community perceptions of library services and resources

Action Steps:

1. Participate in national promotional campaigns such as “Geek the Library” where patrons are encouraged to be library advocates.
2. Hire advertising firm to do library promotion at a statewide level
3. Develop toolkit for libraries that can be used on each level for promotion