

# Marketing Your Library

*...You have the POWER*

## **P**romote what you do

- Have students report on new holdings during morning announcements
- Invite staff in for previews
- Take pictures of what goes well and put them into a bulletin board display
- Get a spot in the school news letter
- Ask PTA/O for donation then show them what they purchased at the next meeting

## **O**ffer to be included or offer the space

- Suggest the library as meeting space for school or grade level events
- Try to get on key decision making committees
- Ask grade levels to display project(s)

## **W**elcome patrons to your library

- Quality Customer Service
- Think Barnes and Noble
  - Group books for display –not just new items—think seasons, holidays, sports, overlooked titles, bugs, anything that will capture the patrons interest (students and teachers)
  - Use fabric scraps, dolls, balls, models, gift wrap
  - Invite an art class to do a featured artist show
  - Play a featured CD during open check out
- Does the library décor reflect the student population?
  - Prints by Ruth Russell Williams, Diego Rivera, and more

## **E**xpand your comfort zone

- Try to create partnerships with non users
- Try to do one brand new program each quarter/semester/school year
- Look at major school activities and find an angle to tie it to the library

## **R**e-evaluate

- Always assess what you have done and what the school is doing -are you meeting the patrons' needs? What can you do better, differently, or more effectively?
- Assess library policies –do they support the schools main academic goals of the school?
- Review IMPACT Guidelines –what have you met and where can you grow?