

Marketing Your Library

...You have the POWER

Promote 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

Offer 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)

Welcome 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

Expand 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

Re-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?