

Notes and Ideas – Marketing Your Media Center, ECU Librarian to Librarian Summit, Feb. 2013

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Marketing to Parents:

Newsletter on website, also as handout

(Example: http://brassfield.wcpss.net/pages/Brassfield_Elementary/Classes/259915946109364379/Media/Newsletter)

Twitter account that parents can follow (especially for high school and middle)

Parent/Staff meeting – ask to have it held in the media center; attend the meeting

Parent-Child Book Club – parent and child meet in media center after school; read the same book

Parent Collection in media center

AR Night (reading and testing) - refreshments

Special Events (tap into the captive audience)

Marketing to Students:

Morning show – media specialist does very short book talk broadcasted throughout school

Popular series section in media center

Student-picks – let student (a reluctant reader, even?) pick book; possibility: book plate inside front cover with student name

“Theme” media center – paint, decorations; focus wall; reading area

Book Club – 20 minutes “pull-out”; every two weeks – children create book reviews and then market it to the class

Dress up as Character/Theme

iPods and QR codes – scan the code to learn about the book

Anime group and gaming group – at the media center, after school

Media Center website evaluation and overhaul – redesign to make it EASY for the students to link to resources – think as a student; website should also have a simple and obvious link for book requests – books and series

Wiki Wars – several students use Wikipedia to link from one “start” topic to another unrelated “goal” topic using only the links – first one there wins. Entertaining and informational examples available by googling “wiki wars.”

Marketing to Teachers:

Go to PLC meetings

Use Google Docs to create collaboration form for staff – book and lesson requests

www.livebinders.com

“Media Minutes” – at the faculty meetings, make sure you are on the agenda, even if briefly.

When seeking input from staff, give teachers a printed list of topics or even a printed list of books to choose from – “multiple choice” is easier than “fill in the blank.”

Beginning of school year – train teachers how to use catalog at staff meeting; give laminated sheet of passwords.

Weekly planning session – support with media center resources, including professional resources

In particular if your library is isolated on your school grounds, make a display in the copy room/teachers room/front office; leave a clipboard so that teachers record the barcode number of materials they take on the spot

Marketing to Administration/Principal:

Invite principal to attend lessons

Present specific lists of materials rather than “open-ended” requests for funding

Run circulation numbers/reports and show to principal

Go to meetings outside of school, go to PTA meetings

Read Across America - DEAR days – Drop Everything and Read

@your library marketing kit – on the ALA website

Technology committee for school or district - are you involved?

Don't forget to ask for funding. Don't forget to ask for a budget.

Spend your funding wisely and promptly. Have a wish list handy.