

# **Mideastern Michigan Library Cooperative Advisory Council Meeting**

*Continue our commitment to the advancement of library service by assisting all members in providing and delivering valuable, cost effective services to their library communities.*

**Date: October 4, 2016**

**Time: 9:30 a.m. – 3:30 p.m.**

**Location: Genesee District Library, McFarlen Branch,  
515 Perry Rd., Grand Blanc**

## **Meeting Agenda**

**9:30 a.m. Welcome/Introduction of Members**

**9:30 a.m. Approval of the May 12, 2016 Minutes**

**9:30 – 10:30 a.m. Denise Hooks**

- **Director's Report**
- **Programing 2016**

**10:30 – Intros / Welcome**

**Workshop on Marketing, Partnerships, and Media Relations**

**Presented by Kathy Dempsey of Libraries Are Essential, Medford, NJ**

**10:45 – Accidental Library Marketer**

Intro to marketing: Quiz, Definitions, Concepts

Cycle of True Marketing; Q&A

What you need to know to write a marketing plan

Community data / wants / needs

Library mission / vision / strategic plan / goals

Elevator speeches / promo

Q&A

**11:15 – Quick Break**

**12:00 – Lunch**

**12:45 – What Is Branding & Why Does It Matter?**

Public opinion; Brand promises

Importance of consistency

Q&A

**1:30 – Quick Break**

**1:40 – Building Community Partnerships**

Why? With whom? How?

Great examples

Q&A

**2:30 – Quick Break**

**2:40 – Writing Effective Press Releases**

Worthy of coverage?

Relationships / partnerships

Writing basics / proofing / using templates

Sending / graphics / follow-up

Print vs. Digital

Q&A

**3:30 – Take your new knowledge home**

**Next Advisory Council Meeting:  
February 21, 2017, 9:30 am  
MMLC Office (5<sup>th</sup> Floor Board Room)**