

Marketing and Public Relations
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For August 2010 Commission Meeting

Goal One – Content - *Montana State Library (MSL) acquires and manages relevant quality content that meets the needs of Montana library partners and patrons.*

Ready 2 Read – I worked with Cindy Christin and Linda Clark, an early learning specialist, to develop a multi-year early learning outreach and education effort that will expand the Ready 2 Read effort. Plans include training of librarians, library staff, and trustees; distribution of early learning items to libraries; additional development of marketing and outreach materials for libraries to utilize; partnerships with private and public organizations to help generate funding and leverage the work we do so we have a greater reach throughout the state.

We are gearing up to do a series of trainings on early literacy this fall. And, we are also getting ready to launch another survey of librarians who would like to be eligible for the next round of book bins.

Ready 2 Read Goes Wild! -- The Montana State Library (MSL), Montana Fish, Wildlife, & Parks (FWP), and the Montana Department of Public Health and Human Services (DPHHS) Head Start division have formed a partnership to provide communities throughout Montana with a unique learning opportunity that unites the distinct missions of each agency together.

The **Ready 2 Read Goes Wild!** trunk provides childcare providers, preschools, early elementary educators, parents and caregivers an opportunity to share language, literacy, learning, and nature with some of Montana's youngest citizens – children from ages three – seven years old.

Part of MSL's statewide early literacy initiative, Ready 2 Read, **Ready 2 Read Goes Wild!** uses nature and Montana animals to get kids interested in language and literacy, math and science, and the natural world that surrounds them.

Each of the **Ready 2 Read Goes Wild!** trunks focuses on a theme. The themes for the current trunks include owls, ungulates (hooved animals), bears, and animal tracks. Each trunk includes puppets, a number of age-appropriate fiction and non-fiction books on the theme, rubber tracks, and animal parts, including items such as skulls, hides, antlers, feathers, and hooves. Additionally, all of the trunks are supplemented with a *Growing Up Wild: Exploring Nature with Young Children* activity guide.

The Montana State Library believes the **Ready 2 Read Goes Wild** program will:

- make a wide range of early literacy materials available across the state accessible to all Montanans;

- assist childcare and early education providers by supplying quality early literacy materials, lesson plans, and supplemental materials;
- help parents and caregivers understand the value of sharing language, literacy, and nature with their young children; and
- supplement Montana libraries' existing early literacy collections with high-quality materials.

Montana Library Day – Based on the national promotion, Library Snapshot Day, Montana Library Day will provide a way for libraries of all types across the state to show what happens in a single day in their libraries. We will ask libraries to keep track of a wide range of statistics for the day and provide them with a place to contribute photos and stories from their patrons enabling us to prove the value of their libraries to decision-makers and increase public awareness. We plan to use the statistics during the launch of the BTOP grant, and will also make use of all items we collect during the 2011 legislative session. Additionally, we are working on a way to allow libraries to download a personalized brochure that will showcase their library's stats and compare them to the state's stats. Library Day is scheduled for September 15. To promote it we are developing a Web site and numerous other resources that will be made available to libraries to use.

Legislative Snapshot

Work has begun on a new version of the legislative snapshot. We provide this resource in booklet form and online for all legislators. It is personalized by district and the information we include is based on the issues that will be facing legislators during the session. We will include new information this year on a range of issues from bark beetle to all-day kindergarten.

MSL Annual Report

I have gathered the information I need from most of the managers to begin work on the next MSL Annual Report. It will be based on a treasure hunt theme focusing on all of the treasures that MSL provides for its patrons.

Natural Resource Information System (NRIS) – Materials for the new "Hunting Companion" will be completed soon. Stacy and I have assisted with locating images and also developed a poster, a bookmark, postcards, table toppers, a Web button and banner, and a series of written materials, including a customizable news release, a statewide news release, and a newsletter article libraries can download and use.

Conferences and Trainings – Upcoming trainings include:

- Fall Workshop – Two trainings on early literacy – one on math education and one on science and environmental education. September in Great Falls;
- ASLD/PLD Retreat – We have submitted to do an early literacy training here. October at Chico;

- MEA/MFT – a joint presentation with MT FWP and distribution of materials at our booth. October in Helena;
- Early Childhood conference – two presentations, one with MT FWP on environmental education and the second will be only on early literacy. October in Missoula;
- Montana Festival of the Book – booth and distribution of materials. Missoula in October; and
- Childcare partnerships – solo presentation on early literacy for daycare providers and early childhood educators. Helena in December.