

Building Your Base: Part II

An initiative to help public library administrators understand and implement targeted marketing strategies to proactively build their base of community support.

Public library administrators must become skilled at targeted marketing strategies in order to create awareness, generate interest, and boost their reputation among new segments of the community. This project will work to arm public library administrators with these critical skills. By proactively pursuing and involving currently disconnected community groups, library leaders will develop the expertise needed to strategically build their base of support, in turn lessening political struggles, and increasing their ability to provide high levels of service. *Building Your Base: Part II* will utilize the findings and strategies developed during the preliminary *Building Your Base* initiative to help library administrators integrate these techniques into their overall marketing plan.

Primary objectives of this venture will include:

- Training and support for library administrators in applying strategies and resources showcased in the *Building Your Base (Part 1) Toolkit*.
- Facilitating improved service delivery in member libraries through development of a *Community Connection Rubric*, which will outline best practices for establishing lasting community connections.
- Crafting a targeted outreach approach for two selected community groups.