



Marketing the Learning Multimedia Center

Lonni Gause

Champions for Leadership
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Professional Development Goals

- Learn more about the SCCOE
- Refine my leadership skills
- Meet people outside my department

SCCOE Goals

- 1. Advocacy & Leadership*
- 2. Student Programs*
- 3. Service to Districts*
- 4. Service to Customers*
- 5. SCCOE Premiere Employer*



The Project

Marketing the Learning Multimedia Center

Best Kept Secret



Need to get the word out

Accomplishments

Visited School and Parent Groups

Hosted Storytime on open Saturdays

Secured free advertising

Attended Community Events

Started Facebook page

Expanded our hours



Key Learnings

- *Marketing Takes Time*
 - *Many hours spent getting word out*

- *Marketing Takes Money*
 - *Resized our Flyer*
 - *Printed Spanish on back of parent flyer instead of printing two separate flyers*
 - *Resized our due date bookmarks*
 - *Designed new Table Tents*

Successes

- Circulation is up 45%
- 115% increase in Parent participation
- New patrons daily
- Storytime Success!

Personal Success

- Gained confidence
- Opened my eyes to future opportunities at SCCOE