

Smartest Card? Prove it. Use Stats and Stories @your library!



The Smartest Card
Get it. Use it.
@your library

PLA National Conference
March 23, 2006 at 2PM

Speakers:

Clara Bohrer, Past President
Public Library Association
Director, West Bloomfield Township Library (MI)
bohrercn@wbplib.org

Kathleen Reif, Chair
PLA @your library Taskforce
Director, St. Mary's County Library (MD)
kreif@stmalib.org

Laura K. Lee Dellinger
Principal/Senior Executive Vice President
Metropolitan Group
ldellinger@metgroup.com

Andrea Lewis, Senior Communication Director
Metropolitan Group
alewis@metgroup.com

The PLA @your library taskforce was created in June 2004. Its purpose is to help you promote the value of your library and public libraries nationwide. The goal of the campaign is to make the library card the most valued and used card in every wallet. The campaign's tagline is: "The Smartest Card. Get it. Use it. @your library"

In November 2005, PLA hired the Metropolitan Group to build on the existing campaign. Metropolitan Group (MG) is a strategic communications and resource development firm which has extensive background working with public libraries across the country, as well as in creating effective advocacy platforms.

MG is working with the PLA @your library taskforce and librarians across the country to create a toolkit that can be adapted by local library staff to showcase the value of public libraries based on demonstrated impact, research and stories using the agency's public will building model. You can learn more by reading "Building Public Will" in February 1, 2006 issue of *Library Journal*: <http://www.libraryjournal.com/article/CA6299836.html>

This program will give you a preview of the tools that are currently in the development process. The full toolkit will be unveiled at the ALA Annual Conference in New Orleans. NOW is the time to give us your input. Please share your suggestions with any of the speakers or taskforce members following the program. Taskforce members: Chair Kathleen Reif, Peggy Barber, Mary Fran Bennett, Kerry Bierman, Clara Bohrer, Kathy Coster, Luis Herrera, Susan Hildreth, Pam Jaskot, Sallie Johnson, Polly Koenigsknecht, Peter Persic, Jan Sanders, Gary Shaffer, Linda Wallace.

Stay current with the PLA @your library campaign:

- www.pla.org
- Subscribe to the Campaign's electronic newsletter by emailing athullen@ala.org, subject line: Subscribe me to the PLA Campaign News List. Include your full name and contact information in the body of the message.
- Attend the program scheduled for ALA's 2006 National Conference: Sunday, June 25 at 1:30 p.m.