

Report of the Librarian Marketing Department September 2017

The Cortex Committee has been hard at work making plans for the future. We've added some new kits, and have lots of ideas that we're looking forward to getting organized and executed.

I'll be updating some of the Cortex certification videos, too. Some are outdated, and the rest can simply use a facelift.

The week of Labor Day, I'll be at the Association for Rural and Small Libraries Conference in St. George, Utah. I anticipate making a presentation to the board on the new ideas I gained at this conference. I'm taking full advantage of the opportunities, and have volunteered for a number of spots and leadership positions during the week.

Because I am gone for a week in September, and then about a week and a half in October, I've asked the departments to get me their event information as early as possible. Most responded immediately! I have all Adult and Children's events on the calendar through December.

The Behind the Mic sessions on WAWK have become more beneficial lately. Under the control of Sean Lathrop, the talks are now recorded and posted on Facebook for everyone to share. This exponentially increases the exposure that these visits get. We are scheduled on Behind the Mic on the 2nd and 4th Wednesdays at 9:30 a.m. Tune in, or listen later in the day when we share it on Facebook.