HOW TO GET ATTENTION aka Library Advocacy

49th Annual Conference
Association of Jewish Libraries
June 2014 Las Vegas

AGENDA
- Mindshift
- Visibility
- Strategic Planning: Stakeholder & Community Assessment
- Promotional Materials
- AJL Advocacy Kit
- Q & A
Visibility
- OPACS
- Displays
- Programs
- Update furniture & signage
- Take the library to them

Strategic Planning
- Stakeholders
- Assess your community
- What is synagogue strategic plan?
- Form a 1 year library committee
- Set priorities for your time

Promotional Materials
- Benjamin Zukor Children's Library
- 25th "OOJWFSTBSZr/PWFNCFS"
AJL Advocacy Kit

School Libraries Resource

Q & A

Mindshift

Todah Rabbah!

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