New Direction area name: How to Better Promote/Market the Library to our Community

Starting point 1: Create a small group (2-3) to process snapshot and promote action items

- **Benefits:**
  - provides framework for library needs
  - develop the charge for a consultant
- **Risks/Concerns:**
  - how to make recommendations actually happen

Starting point 2: Establish a wiki for staff to contribute promotion/marketing ideas

- **Benefits:**
  - provides background information to consultant
  - shares their promotional activities
  - to capture ideas
- **Risks/Concerns:**
  - not be used
  - might be difficult to mine useful ideas

Starting point 3: Get Marketing Expertise – Hire a firm to help develop a marketing plan

- **Benefits:**
  - get needed expertise
  - get advice on staffing needs
  - get advice on assessment of
  - articulation of our various audiences and what will work best for each
- **Risks/Concerns:**
  - expensive
  - how to fold consultant recommendations into real life