

THE COLORADO ADVOCACY PROJECT

Colorado's @your library™ Advocacy Campaign

ED3/110.10/No. 208

JUNE 30, 2004

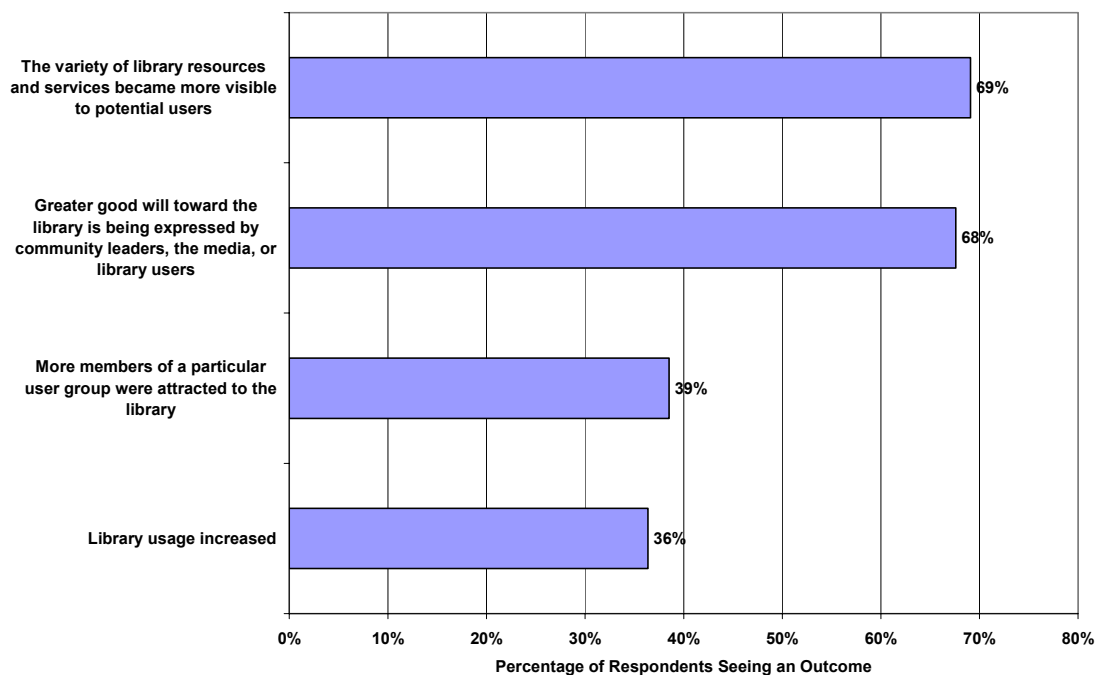
The Colorado Advocacy Project, Colorado's @your library Campaign, is a very successful statewide advocacy campaign containing elements of public relations, marketing, and community relations to build visibility and support for the state's libraries. Funded by LSTA and sponsored by the Colorado Association of Libraries, it has been active since 2002 and is scheduled for completion in October 2004 with three components:

- The Initiative (Coach/Player) Project;
- Public Relations/Marketing Training;
- Statewide Promotion Project.

The Coach/Player Project matched mentor libraries with trainee libraries for year-long advice and support. The first year's project had 13 participating coaches and 11 participating players. 100% of both coaches and players completed library advocacy projects.

Increasing the awareness of the general public about library services was another primary activity. One major component was distribution of free bookmarks and posters to Colorado libraries of all types. The free materials provided a tool to libraries to enhance their outreach as well as tying libraries together to the national library logo, reinforcing visibility. The promotional materials had original artwork and messages about the wide variety of resources available "@your library". The distribution took place between August 2003 and February 2004. Over 800 librarians received materials, some for individual libraries, and some as representatives of larger systems who then sent out the materials to their branches.

Chart 1: Outcomes Seen by Respondents Participating in @your library Materials Distribution



Librarians said the distribution:

- Heightened visibility for their libraries and collections;
- Created greater community good will toward their libraries.

(See Chart 1.)

During the campaign additional promotion increased the awareness of the general public through advertising on television, radio, and in print. Both public service and paid advertisements were utilized.

Librarians from all types of libraries throughout the state received training in advocacy workshops that has made them more effective in planning and implementing public relations campaigns to build support for their libraries. In survey responses they indicated:

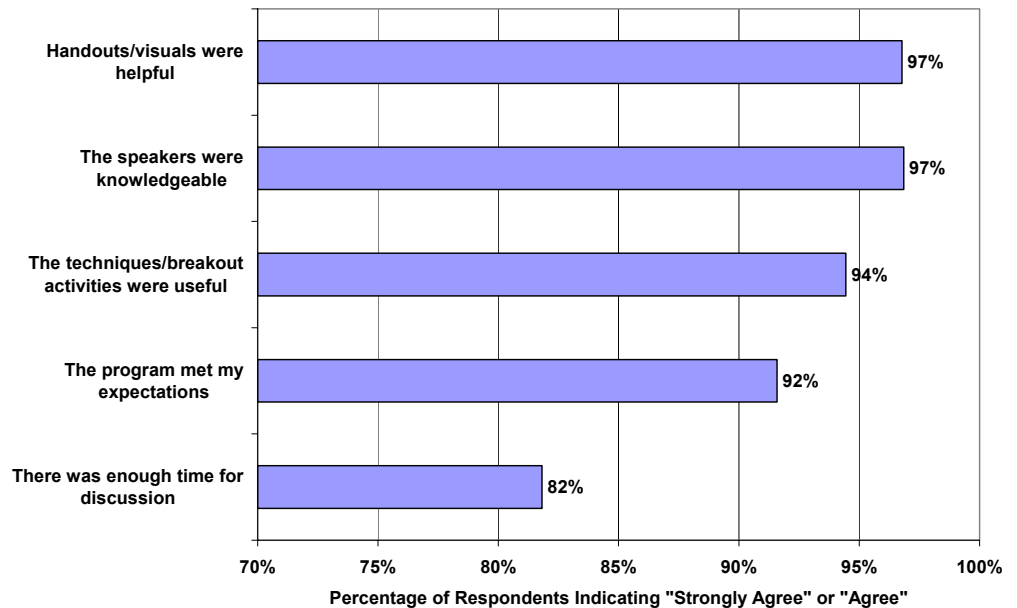
- Attendees were very satisfied with the training sessions. (See Chart 2.)
- Many plan to create their own @your library promotional materials—posters, bookmarks, displays, signs, and even web sites—after attending the workshops.
- Attendees are changing their advocacy activities to be more effective.
- School librarians learned to collaborate differently with peers, teachers, and administrators to improve the effectiveness of their libraries.
- Academic librarians hope to increase library usage and reach out to students and faculty with @your library advocacy activities.

Colorado's campaign will continue to use the logo and components from the American Library Association's program over the next few years. It will be adapted to specific needs. For more information please contact project coordinator Bonnie McCune, (303)866-6891, mccune_b@cde.state.co.us.

Source:

Library Research Service, @your library Campaign Evaluation, June 2004.

Chart 2: Satisfaction of Attendees With @your library Marketing Workshops



CONTACT ABOUT THIS ISSUE

Becky Russell • Research Analyst

Library Research Service • 201 East Colfax Avenue, Suite 309 • Denver, Colorado 80203-1799

Phone 303.866.6900 • E-mail: russell_b@cde.state.co.us • Web site: www.LRS.org

Design, layout, and production by Stephanie Kean • Phone: 303.866.6906 • E-mail: kean_s@cde.state.co.us

