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SPECIAL COMMITTEE ON MARKETING

Marnie Warner, 2005-2006 Co-Chair

Maureen Well, 2005-2006 Co-Chair

CHARGE (2 years) - Pre-Marketing Strategies:

- in consult with the Publicity/PR committee, draft a concept paper outlining the importance of successful library marketing for SCCLL member libraries, incorporating the elements necessary to adequately implement such a marketing plan.
- investigate and identify potential sources of funding to underwrite the cost of hiring a professional consultant to conduct a controlled pre-marketing information needs assessment of a fixed cross-section of SCCLL parent organizations and customers.
- after receiving appropriate approval of the SCCLL Executive Committee and the AALL Executive Director, procure sufficient funding for this pre-marketing needs assessment survey. Contract with consulting firm to design, administer and analyze the results of said assessment.
- with the results of the pre-marketing information needs assessment in hand, recommend to the SCCLL Executive Committee an action plan to develop a practical marketing plan that will become a working tool for all types of SCCLL member libraries.

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*** *Final* ***
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KUDOS & AWARDS!

Kudos, Awards & Customer Appreciation Stories

LIBRARIAN LINKS

- [LLRX](#)
- [National Center for State Courts](#)
- [Lexis Infopro](#)
- [West Librarian](#)
- [Law.com Librarian](#)
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