

Statewide Library Marketing Initiative

2006 Marketing Grants

These grants will provide professional onsite consulting to individual libraries to develop their own local marketing and implementation plan. The consultant will provide advice, direction, and guidance on what to include in the plan and what strategies are most successful. Libraries will be expected to write up a marketing plan for their library and implement the actions identified in the plan. Depending on the library's needs, the plan can be a general marketing plan or a marketing plan for a specific service, program, or issue. Emphasis will be on low or no-cost marketing solutions. Consulting services will be provided by Metropolitan Group's strategic communication team led by Laura K. Lee Dellinger, Executive Vice President and Principal.

Twelve grants for a one-day session on developing a general plan and eight grants for a half-day session on a specific program, service, or issue have been awarded. The libraries receiving these grants are:

Grant #	Applicant	Award
06-MI-001	Burlington Public Library	One-day work session
06-MI-002	King County Law Library	Half-day work session
06-MI-003	North Central Regional Library	Half-day work session
06-MI-004	Pend Oreille County Library District	One-day work session
06-MI-005	Spokane Community College Library	Half-day work session
06-MI-006	Mount Vernon City Library	Half-day work session
06-MI-008	Stevens County Rural Library District	Half-day work session
06-MI-010	Neill Public Library	One-day work session
06-MI-011	Whatcom Community College Library	One-day work session
06-MI-012	Skagit Valley Community College Library	One-day work session
06-MI-013	Sunset Elementary Library, Shoreline School District	One-day work session
06-MI-014	Puyallup Public Library	One-day work session
06-MI-015	Yakima Valley Regional Library	One-day work session
06-MI-016	Spokane Public Library	One-day work session
06-MI-017	Seattle Central Community College Library	One-day work session
06-MI-018	Gonzaga University Foley Library	One-day work session
06-MI-019	Timberland Regional Library	Half-day work session
06-MI-021	Everett Public Library	Half-day work session
06-MI-022	Washington State Attorney General's Law Library	One-day work session
06-MI-023	Everett Community College Library	Half-day work session