

TOP 10 SIGNS THAT YOUR LIBRARY IS DOING ALL IT CAN TO PROMOTE LITERACY SERVICES...

10. All library staff know when and how to discreetly refer patrons to literacy services.
9. The library website has clear and easily-accessible information about literacy services.
8. When patrons call the library and get an automated message one of their options is to “press 4 for literacy services.” The caller is automatically connected to the voice-mail of the literacy office.
7. The library brochure lists literacy services as part of its offerings and equal space is devoted to its description as other library services.
6. Literacy services are clearly identified on library maps and with literacy-specific signage.
5. When the Library Director speaks in the community about what the library has to offer, s/he cites literacy services as a stellar example of what the library does for its community.
4. You work closely with your internal P.R. person (whether that be a library or city/county staff person) to keep the media informed of literacy happenings.
3. You work closely with your city/county/library Volunteer Coordinator and s/he represents your volunteer needs. Volunteer orientations cover the options available in Literacy Services.
2. Children’s Services staff finish each storytime with, “If you would like to improve your reading so you can better read aloud to your children, please stop by our literacy office here on the ground floor...”
1. There are plenty of places in the library and at branch libraries to display your promotional materials – brochures, business cards, flyers, posters, etc.