**kyvl marketing work group**

**Charge:** Facilitate the promotion of KYVL via implementation of a comprehensive Public Relations/Marketing Plan.

**Link to KYVL Strategic Plan**

**GOAL 2/** TO BE VALUED AS THE PREFERRED INFORMATION RESOURCE BY ALL KENTUCKIANS

**OBJECTIVE G2/O1** Increase visibility to all Kentuckians

**Strategies**

- G2/O1/SA Develop a comprehensive Public Relations (PR)/Marketing Plan with focus on high impact target groups
- G2/O1/SB Develop funding strategies and secure on-going funding for implementing and continuing the PR/Marketing Plan
- G2/O1/SC Implement the comprehensive PR/Marketing Plan

**Performance Indicators**

- G2/PI1 Increase in the resource/service usage by user types
- G2/PI3 Increase in the number and variety of public relations efforts

**Responsibilities**

- Individuals shall be familiar with KYVL services and member populations.
- Individuals shall attend meetings and participate in discussion.
- Individuals, where possible, shall engage the groups they represent to gather feedback.
- Group will send monthly status reports to the Leadership Team.

**Considerations**

- In collaboration with the Alliance develop products that could be used to advocate for the advancement of KYVL.
- PR/Marketing plan needs to be viable for different user communities.
- PR/Marketing plan should address all formats and not just be library-based.
- PR/Marketing plan should consider deliverables from low/no cost up to high cost with possible
Timeline
Conduct regular review and revision of the PR/Marketing plan.

Method of meeting
The work group will determine the appropriate meeting format. Although conference calls, web conferencing, and email accommodate tight travel budgets and schedules, some face-to-face meetings may be necessary.

Organization
Work Group reports to the Leadership Team and has a chair and a recorder. The chair of the Work Group is named by the Leadership Team.

Membership
Interested persons from KYVL member libraries