



# **“Flipping the Switch” for School Library Advocacy**

***Designing YOUR Marketing Plan***

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## VISION

School's:

Yours:

## MISSION

GOALS (Student goals, library program goals)

PERCEPTIONS OF YOUR SCHOOL LIBRARY

TARGET AUDIENCES (Internal and External)

KEY MESSAGES

OPPORTUNITIES FOR VISIBILITY

Based on the chapter, “**Flipping the Switch**” for School Library Advocacy,” *Creative Library Marketing and Publicity: Best Practices*, ed. by Robert J. Lackie and M. Sandra Wood, Rowan and Littlefield, to be published in September, 2015. Marketing resources (and more) on my advocacy wiki: <http://frugalschoollibrarian.wikispaces.com>

