

Kansas Students **A⁺**chieve

Because of Great School Libraries

Kansas Association of School Librarians 3-Year Marketing Campaign
January 2005 - December 2007.

AUDIENCE	2005	2006	2007
	❖ School libraries/librarians and increased student achievement.	❖ A licensed, full-time librarian in every school library. Librarian as teaching partner; standards support.	❖ Value of school libraries/librarians to your community.
Administrators	❖ Principals Brochures ❖ Comparison Chart ❖ KS Library Media Standards Poster	❖ KASL Provide conference presentations to administrator associations. ❖ Librarians schedule time to visit with principal on regular basis.	❖ KASL Provide conference presentations to administrator associations. ❖ Librarians schedule time to visit with principal on regular basis.
Teachers	❖ KS Library Media Standards Poster	❖ Provide "partner publications" downloads to members via the KASL Advocacy Web site ❖ Develop billboards touting great school librarians! ❖ Develop "Advocacy Assistant" monthly news flash; distributed via KASL listserv.	❖ Provide "partner publications" downloads to members via the KASL Advocacy Web site ❖ Develop billboards touting great school librarians! ❖ Develop "Advocacy Assistant" monthly news flash; distributed via KASL listserv.
Parents/Community			❖ Communicate regularly with local site councils ❖ Develop and use press releases on a regular basis ❖ Do cooperative planning or programming with local public libraries, i.e., after school programs