

LIBRARY MARKETING PLAN

TEACHING STANDARDS

- ALIGNING INSTRUCTION AND PROGRAMS TO 21ST SKILLS SUCH AS COLLABORATION, CREATIVITY, COMMUNICATION AND CRITICAL THINKING.
- CREATING PHYSICAL SPACES WITHIN THE LIBRARY THAT PROMOTE 21ST CENTURY SKILLS (COLLABORATION, CREATIVITY, COMMUNICATION AND CRITICAL THINKING)
- CREATING A VIRTUAL SPACE FOR THE LIBRARY THAT THE COMMUNITY CAN ACCESS 24/7
- CREATING A TECHNOLOGY ENABLED LEARNING ENVIRONMENT.
- COLLABORATING WITH TEACHERS TO CREATE STANDARDS ALIGNED LESSONS.
- ACTIVELY PURSUING PROFESSIONAL GROWTH THROUGH A PERSONAL LEARNING NETWORK.
- MODELING ETHICAL PRACTICES REGARDING COPYRIGHT, INTELLECTUAL PROPERTY AND DIGITAL CITIZENSHIP.
- UTILIZING DATA TO DIFFERENTIATE INSTRUCTION.
- FOSTERING GLOBAL AWARENESS AND CULTURAL UNDERSTANDING AMONG STUDENTS.
- CREATING AND MANAGING A LIBRARY COLLECTION THAT IS ALIGNED TO STANDARDS AND PROMOTES 21ST CENTURY SKILLS (COLLABORATION, CREATIVITY, COMMUNICATION AND CRITICAL THINKING)
- PROMOTING READING AS THE FOUNDATIONAL SKILL FOR ALL OTHER DISCIPLINES.
- IDENTIFYING TEXTS THAT HELP STUDENTS READ MORE, MORE OFTEN, MORE COMPLEX TEXTS AND MORE VARIETY.
- CONNECTING LIBRARY DATA TO STUDENT GROWTH/ACHIEVEMENT.

LEARNING GOALS FOR STUDENTS

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GOALS FOR STAFF, SCHOOL OR DISTRICT

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MARKETING TOOLS

STUDENTS	TEACHERS	ADMINISTRATION	COMMUNITY

TIMELINE

STUDENTS	TEACHERS	ADMINISTRATION	COMMUNITY

THINK CREATE SHARE GROW