

ST-10

South Dakota Library Association
Mountain Plains Library Association Report, July, 2006
Submitted by Colleen Smith, SDLA Representative to MPLA

SDLA Executive Board updating and revising “Bylaws and Procedural Manual” –
SDLA Executive Board members and committee chairs have been working on a major revision to the “Bylaws and Procedural Manual.”

SDLA proceeds with “Library Marketing” recommendations received in the “2005 Library Marketing Study conducted by Hot Pink Inc.

- SDLA Executive Board issues RFP for Redesign of SDLA Website –
SDLA would like to redesign and restructure the SDLA website to create a site that is user-friendly, graphically interesting and structured to meet the needs of its members, minimizing the number of clicks necessary. A survey was published in the SDLA Bookmarks Newsletter asking members what they wanted from the SDLA website. Included in the redesign will be the creation of a new logo for SDLA. The website will also include a SDLA Executive Board intranet. An RFP was issued to attract candidates to complete the project.
- SDLA to Exhibit at ASBSD Convention – SDLA will provide a “South Dakota Library” booth during the Associated School Boards of South Dakota Convention, August 9-11, highlighting the importance of School Libraries and their Library Staff to the overall educational opportunities for school children. SDLA will also exhibit at other events state wide including the SD State Fair.
- “Hot Pink Inc.” will create radio spots to promote South Dakota Libraries --
To assist with the “marketing of SD Libraries,” SDLA has hired “Hot Pink Inc.” to produce 3 radio advertisements for South Dakota Libraries. These advertisements will be available for use by individual libraries in South Dakota. Libraries will contact their local radio stations to arrange for the ads to be aired locally.
- “Hot Pink Inc,” hired by SDLA to produce a graphic promotional brochure -- SDLA hired “Hot Pink, Inc,” to design and produce a library promotional brochure which will be available to SD libraries for use at local libraries.. The brochure will also be distributed during SDLA library marketing activities.

2006 SDLA Convention to be held Sept 20 – 22 in Rapid City, South Dakota – “Librarians in Action” will be the theme for the 2006 SDLA Convention to be held in Rapid City. Keynote speaker will be Nancy Pearl. Ms. Pearl will also lead a “Reader’s Advisory Workshop. Visiting authors will include Sue Grafton and Joseph Bruchac.

LAMA Regional Institute held at University of South Dakota– William Sannwald presented “Using Marketing to Enhance Library Performance” May 22, 2006 to South Dakota and regional librarians attending this LAMA Regional Institute.