Marketing
An FDLP Forecast Study Focused Discussion

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December 11, 2013

Expected Outcomes

- Ideas for continued development and refinement of the marketing efforts by GPO and FDLP member libraries
- Augmentation of the FDLP Promotion Plan with the goal of continuing and expanding use of Federal depository libraries
Question 1

When someone asks what you do as a Government Documents Librarian, how do you respond?

Question 2

How do you describe the FDLP to your library’s stakeholders?
Question 3

What are the best strategies to market the FDLP and its resources effectively to fellow library professionals and non-Government Information Librarians?

Question 4

How can the FDLP be successfully marketed to Library Directors, Deans, and other administrators — of both current FDLP member and non-member libraries?
Question 5

How can GPO’s marketing efforts/tools be improved to be sufficiently flexible for use in a variety of environments and with various approaches?

Question 6

What is the essential message that needs to be told about the FDLP?
Question 7

With whom do we want to share this message?

What’s Next

- Continue the discussion
- Determine & fine-tune marketing objectives
- Incorporate into strategic plans or the National Plan
- Actions you can take