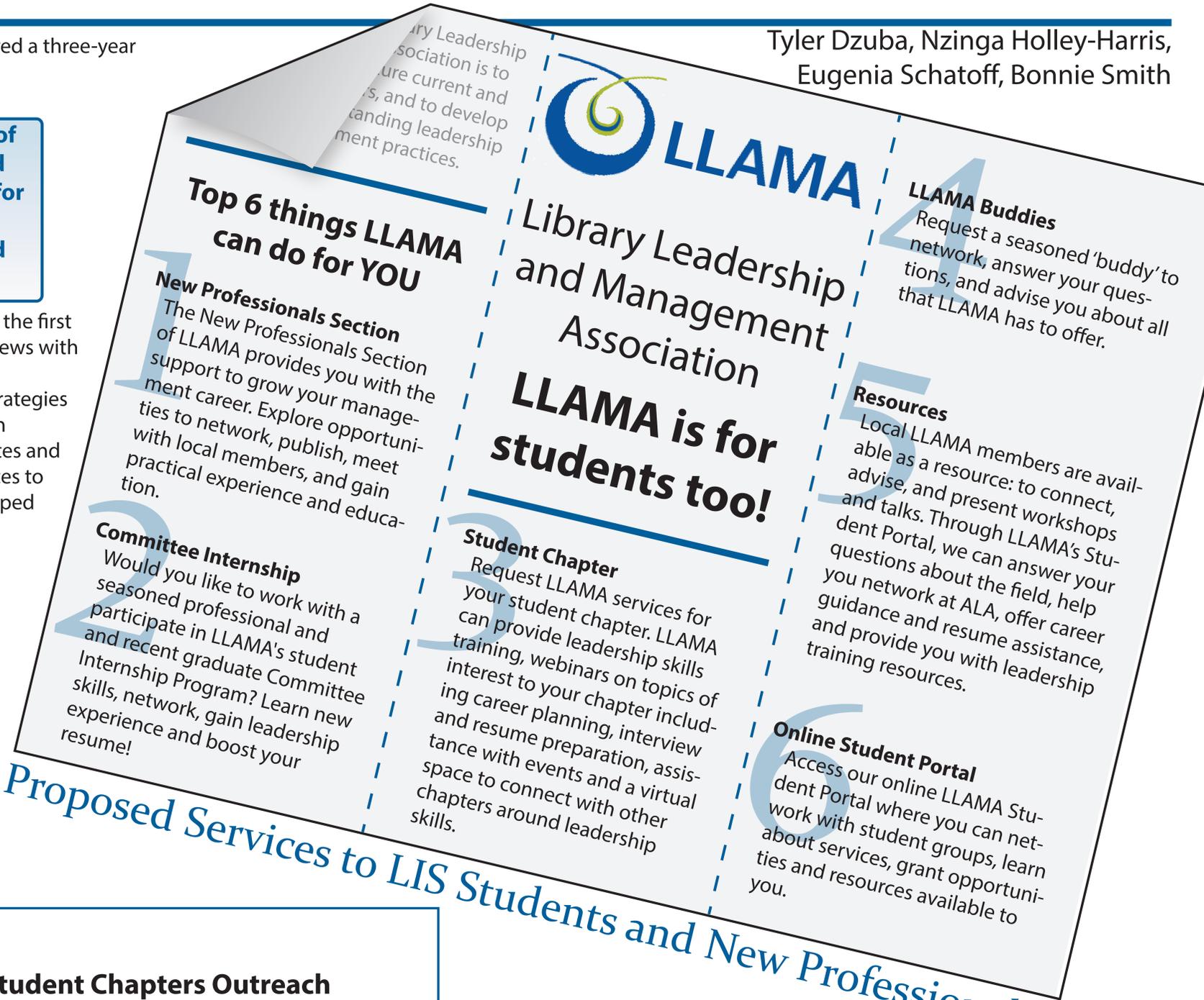
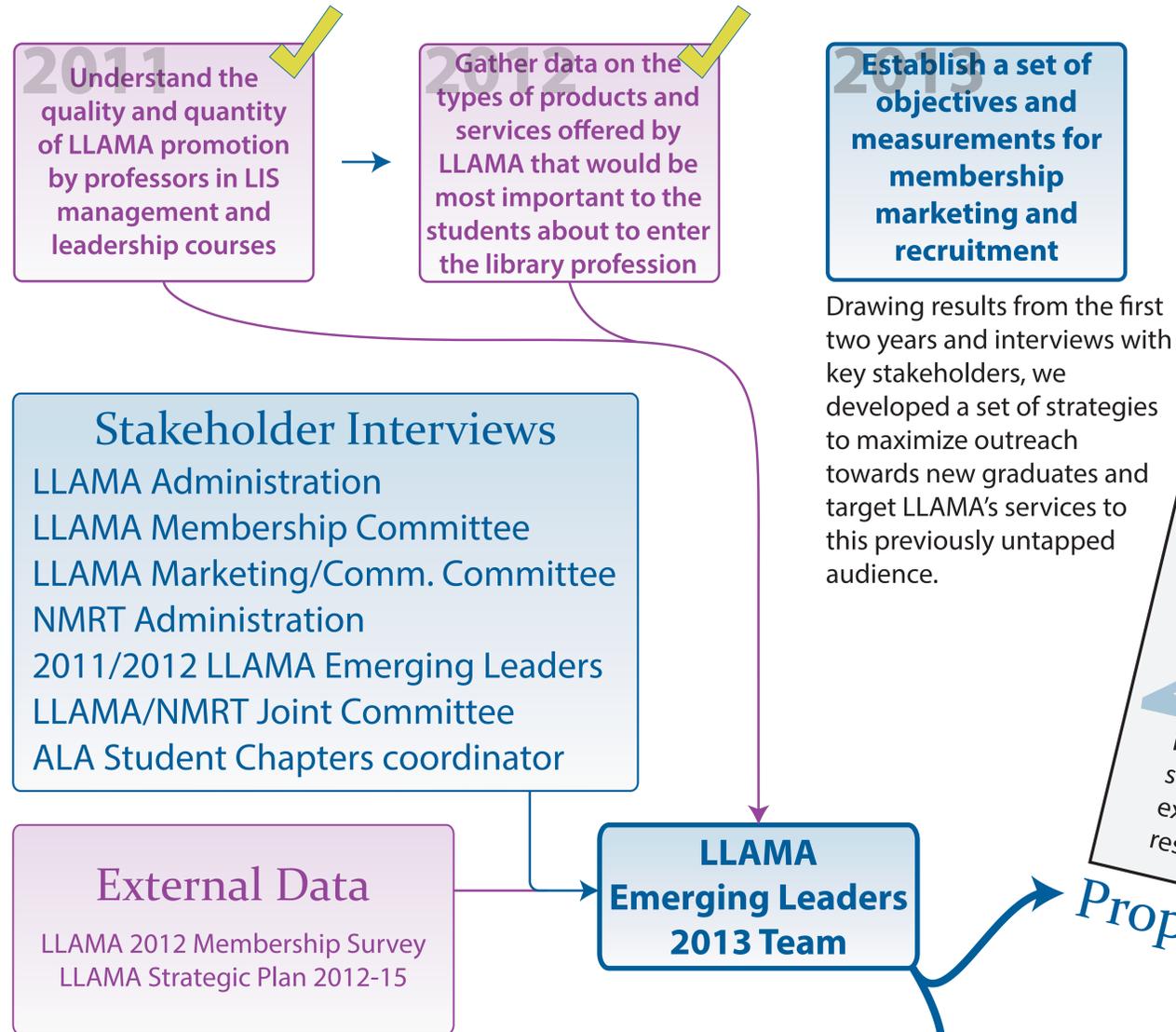


Reaching LIS Students and New Professionals

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Purpose The Library Leadership and Management Association (LLAMA) sponsored a three-year Emerging Leaders project to achieve the following goals:



Proposed Communication Tactics

Brochure

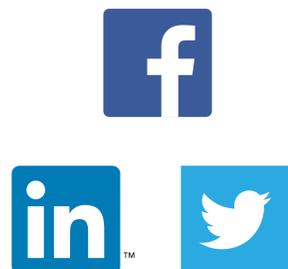
Create brochure geared specifically to LIS students and recent graduates, tailored to their needs and services. Visually appealing where the content will answer the question: "Why is LLAMA relevant to me?"

Online Space | Student Portal

Create an online space appropriate to this new market with two goals: 1) to highlight LLAMA services and 2) to encourage the exchange of ideas, collaboration, and promote leadership skills.

Social Media

Identify the best social media venues to promote LLAMA and facilitate communication.



Student Chapters Outreach

Provide services to student chapters: webinars, presentations, discussion groups, training. Support Student Chapter leaders and market leadership skills training.

LIS Faculty Outreach

Consistently reach out to LIS faculty to update them on services, trainings, and marketing materials (e.g., brochure).

Next Steps

Recommend to the LLAMA Board of Directors that a section/committee be appointed to explore implementing the findings.

Present whitepaper outlining recommendations and findings to the LLAMA membership and Board of Directors at the LLAMA membership meeting during the 2013 ALA conference.

Recommend to the marketing and membership committees that the findings be incorporated into the membership survey. This will allow for easier membership feedback on the recommendations.

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