

California Library Literacy Services  
Regional Library Literacy Network Training

Call for Presenters

*Presentation Title:* Marketing & Publicity

*Presenter's Name:* Melanie Goodyear

*Title:* Literacy Coordinator

*Library (if applicable):* Monrovia Public Library

*Address/City/Zip:* 843 East Olive Avenue  
Monrovia, CA 91016

*Telephone:* 626-256-8273 *Fax:* 626-256-8255

*E-mail:* mgoodyear@ci.monrovia.ca.us

***Experience in Adult Literacy and/or Adult Education:***

- Literacy Coordinator at the Monrovia Public Library for 5 years.
- Consultant for non-profit organizations on a range of topics from strategic planning to volunteer management.
- Taught leadership development and diversity awareness / sensitivity primarily to adults with low literacy levels.
- Teaching Assistant for a non-profit development class at Claremont School of Theology.

***Experience as a Presenter:***

- Tutor Training
- Nonprofit Training for World Vision, CLLS AmeriCorps and Claremont School of Theology
- Leadership Development and Diversity Sensitivity for clients at the National City Collaborative

**Please Mail Completed Form to:**  
**Jacque Brinkley**  
**California State Library**  
**Library Development Services**  
**P.O. Box 942837**  
**Sacramento, CA 94237-0001**

***Presentation Abstract: (Limit 50 words)***

Marketing is the art of making someone want something you have. Nonprofits do a lot of marketing. They generally market in two ways:

- a. Direct marketing of products or services.
- b. Indirect marketing of the agency, its programs and its people. Indirect marketing is alternatively known as image-building, friend-raising, membership development, community relations, political activities, or citizen education. It's all marketing.

***Presentation Objectives:***

- To teach participants why marketing is important to their program.
- To have participants create a marketing strategy for their program.

***Presentation Content and Main Points: (Tell what you want participants to learn from your presentation. Explain how you will present the information. Will you use handouts? Limit to 300 words. You may attach an additional sheet to this form.)***

Participants will learn:

- How to identify their marketable product (e.g. improved literacy or a rewarding volunteer experience).
- How to identify their target markets (e.g. who is a typical adult literacy learner? Who makes a good literacy tutor?).
- How to create a marketing plan to connect their program with appropriate customers
- How to create materials to market their program, including print and electronic materials (e.g. a flier and a website).

Handouts will include:

- Sample basic marketing plans
- Sample fliers
- Sample press releases

***References: (who has heard you present on this topic that we may contact?) Please provide contact name, phone #, e-mail and when they heard you present.***

Michael Mata, Urban Development Director, World Vision US Programs, 323.397.6492, [mmata@worldvision.org](mailto:mmata@worldvision.org). I was his teaching assistant at Claremont School of Theology in 2005 & 2006. He heard this presentation in his classes.

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***Suggested Areas of Interest for Presentations:***

|                            |                        |
|----------------------------|------------------------|
| Accountability             | Grant Writing          |
| Adult Learner Leadership   | Goal Setting           |
| Adult Learning Theory      | Instructional Strategy |
| Best Practices             | Leadership             |
| Computer-Assisted Learning | Learning Differences   |
| Community Collaboration    | Life Skills Education  |
| Corrections                | Outreach               |
| Critical Thinking          | Parent Education       |
| Family Literacy            | Persistence            |
| Fiscal Management          | Recruitment/Retention  |
| GED                        | Volunteer Management   |

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