

Branding MLA: Retreat Notes and Follow-Up Discussion

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Methods Used: Role Playing, Reviewing Member Surveys, Brainstorming, Case Studies

Important for MLA Board -- Remember: We're branding our association, not our individual libraries (though we work really hard for libraries and library employees).

What's the Message about the MLA Vision? Think about the results of the MLA culture

We want to send the message that MLA offers Fun, Networking and Advocacy to create a dynamic environment where members can connect with people for vibrant support, effective, collaborative problem-solving, and for promoting positive messages about the impact of libraries on life and learning in the Commonwealth.

We want our brand to convey the impression of vibrancy, personal connections, and motion

What MLA holds as its vision for libraries:

MLA is the recognized authority for libraries and library staff, intellectual freedom, and professional development and networking opportunities. MLA's success will produce the following results:

- People will have access to the information resources that they need and want whenever and wherever they want them, as guaranteed by the First Amendment.
 - Libraries are recognized as first source for information and literacy resources
 - Librarians are recognized experts for guiding people to information and reading resources
 - All Massachusetts residents understand the value and scope of library services
- From the 2003-2008 MLA Strategic Plan

Audience of the MLA Brand? It's multi-faceted:

- Our dues paying members (we want them to know we're active)
- Potential members (we want them to know we're worth joining)
- The outside world (We want people to recognize that librarians do work together to sustain library services for our patrons)

Use of the Brand:

- On MLA Communications
- MLA Website
- Promotional materials for things MLA co-sponsors
- For Legislative Advocacy materials to Massachusetts residents
- For library resources funded as a result of MLA advocacy
- For municipal purposes

What's so special about MLA?

- Unites talents, knowledge, energies of all types of librarians
- Advocates for all types of Massachusetts libraries
- Maintains effective level of volunteerism and dedication
- Makes a difference in getting funds for libraries and creating resource sharing
- Generates action
- Adapts to change
- Is always FUN and Welcoming

Benefits of Membership

- Conference registration discounts
- Builds community and collegial support
- Legitimizes library staff roles
- Demonstrates the whole is greater than the sum of parts
- Effective cooperation
- MLA understands the library landscape in Massachusetts and at the national level because of the connections it builds with other associations and partners

What Does MLA Action Impact?

- Communication about libraries and literacy
- Creates virtual and physical meeting places
- Advocates for intellectual freedom
- Advocates for “free” access to information (funded through tax dollars)

MLA Mission Statement: MLA advocates for libraries, librarians, and library staff, defends intellectual freedom and provides a forum for leadership, communication, professional development and networking to keep libraries vital.

The Promise of MLA: “Branching out with MLA.”

Additional Tag Lines to be in flowing branch design:

Broadening Vision of Our Profession
Boosting Support for Library Funding
Bolstering Advocacy for Library Services
Building Collegial Relationships
Bringing Vitality to New Leadership