**Proposed Marketing Plan for the Council of Library Deans of the CSU System**

To build greater awareness of the ULMS among CSU students, faculty, and staff, it is recommended that the Council of Library Deans employ a strategic marketing plan that leverages communication platforms, including television, radio, social media, and the web.  The plan should be assessed within three months of its launch and, if necessary, modified to ensure message effectiveness.

Draft Outline

1. Marketing and branding the ULMS prior to going live
2. Statement on the value of the ULMS
3. Developing a brand
4. Timely press releases in anticipation of going live
5. Series of articles that feature the “bells and whistles” of the ULMS
6. Marketing the library’s role in students’ success
7. Identify elements that contribute to students’ success
8. Statement on the role of academic libraries in students’ success
9. Timely press releases on the library’s role
10. Series of articles promoting elements that contribute to students’ success
11. Marketing the library’s role in time to graduation
12. Identify elements that contribute to timely graduation
13. Statement on role of the academic library
14. Timely press releases
15. Series of articles promoting the various products and services of academic libraries
16. Promotional activities
17. National Library Week – Open House
18. Press release on the value of academic libraries to higher education
19. Open Access week
20. Banned Book Week
21. Other?
22. Marketing the role of the COLD in the CSU
23. Statement on the role of the COLD
24. Develop brand
25. Timely press releases
26. Series of articles featuring current and future projects of the COLD