

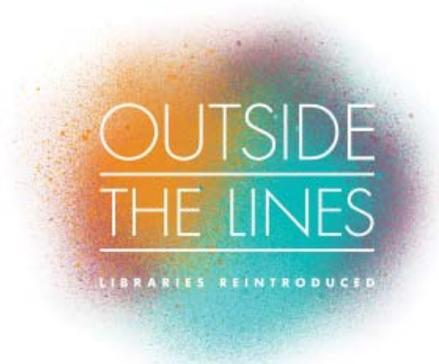
Montana Memory Project
 Campaign Metrics
 Outside the Lines Campaign

“Libraries are dynamic centers for engagement that help everyone in your local community be their best. To shift perceptions, we need to demonstrate how the library is more relevant than ever before.

Let’s not just tell people how libraries have changed; let’s show them.”

- Outside the Lines

Campaign Timeline:	Month(s):
Number of contributed records:	
Number of media announcements:	
Number of MMP programs:	
Number of virtual visits:	
Quotes from users:	
Highlight(s): 	



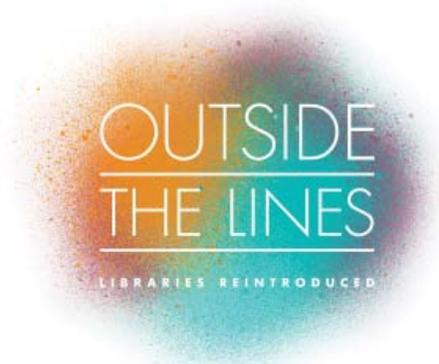
MontanaLibrary2Go
 Campaign Metrics
 Outside the Lines Campaign

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Campaign Timeline:	Month(s):
Monthly circulations:	
% increase from previous year:	
Top genres:	
Number of patrons using last year and this year:	
Quotes from users:	
Highlight(s): 	



Summer Reading
Campaign Metrics
Outside the Lines Campaign

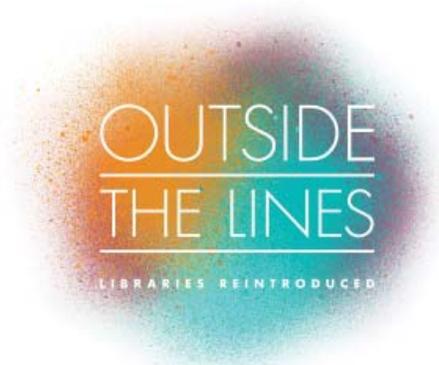
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Campaign Timeline:	Month(s):
Number of preschool programs & attendance:	
Number of school-age programs & attendance:	
Number of adult programs & attendance:	
Number of summer reading professional development events attended or created by staff:	
Quotes from users:	
Highlight(s):	





Montana Makers Space
 Campaign Metrics
 Outside the Lines Campaign

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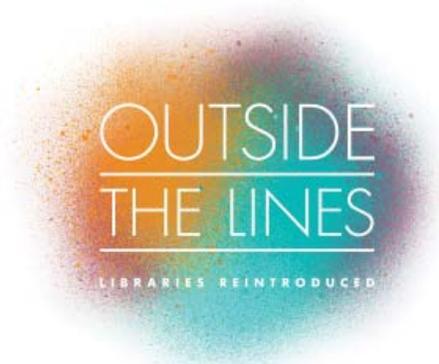
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Campaign Timeline:	Month(s):
# of Montana Makers Space events/programs:	
# of Montana Makers Space attendees:	
Quotes from users:	
Highlight(s):	



Return to: Montana State Library, Colleen Hamer, via email to: chamer@mt.gov or mail to: PO Box 201800, Helena MT 59620-1800 by October 15, 2015



Campaign Metrics
Outside the Lines Campaign

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Campaign Timeline:	Month(s):
Quotes from users:	
Highlight(s):	

