Congratulations, your library team has been selected to participate in the Word of Mouth Marketing Program! The selection process favored broad representation of Massachusetts Library System member libraries with regard to the type of library, or special function of the library, the area of the Commonwealth served, demographics of the service population, and/or remarkable features of the library team or project.

We will hold the kick off trainings on April 5 and 6. Your whole team must attend one of those trainings. I have your team on file as: XXX. Though an exact roster is not required right now, I do need to have a general head count in order to secure a space for the kick off training. **Please confirm your team roster at this time.** (Nothing fancy, just email me back.)

You should look forward to a package in delivery or the mail. You will receive your complimentary copy of Peg Barber’s BOOK as well as your welcome packet (that’s a nice way of saying paperwork!) And your next instructions, and access information to an email group. Until then, I’m here to answer any questions.

Sincerely,

Anna Popp

---

I regret to inform you that your library team was not selected to participate in the Word of Mouth Marketing Program. It was a difficult process, selecting 25 libraries from just over 70 applicants. The selection process favored broad representation of Massachusetts Library System member libraries with regard to the type of library, or special function of the library, the area of the Commonwealth served, demographics of the service population, and/or remarkable features of the library team or project.

We will share news of the project as it develops. This project is scheduled to conclude in 18 months, at which point a toolkit will be available to the MLS membership. Thank you for your interest.

Sincerely,

Anna Popp...