WOMM Cohort 2

Syllabus

July 9, 2019 - October 30, 2019
Goal: Cohort teams will develop and implement a Word of Mouth Marketing program at their library with the guidance and input of the Cohort Consultant and the other Cohort teams.

July 9, 2019, 1:00pm - 4:30pm
Kick off training
Northborough Public Library

August 2, 2019
Teams submit a draft of their WOMM plan to the Cohort Consultant for review.

August 16, 2019
WOMM plans will be returned with feedback.

August 20, 2019, 11:00am
Webinar: Project Management fundamentals. 
*Live attendance preferred.* Webinar will be recorded and may be watched later.

August 26 - September 6, 2019
Scheduled check-ins. Teams will schedule a time for a phone meeting.

September 4, 10:00 am
Webinar: Recruitment and Buy-in. 
*Live attendance preferred.* Webinar will be recorded and may be watched later.

September 30 - October 11, 2019
Scheduled check-ins. Teams will schedule a time for a site visit by the Cohort Consultant.

October 18, 2:00 pm
Webinar: Keeping it going. 
*Live attendance preferred.* Webinar will be recorded and may be watched later.

October 28-30, 2019
Final scheduled check-ins.

College of the Holy Cross Libraries
(Worcester)
Laura Wilson
Lisa Villa

Newbury Town Library
(Byfield)
Erin Ouimet
Jane Wolff
Terri Litterst

Reading Public Library
(Reading)
Desirée Zicko
Ashley Waring

Worcester Talking Book Library
(Worcester)
Kathryn Pontes
Lee Anne Hooley

Everybody has been added to the Google Group: mls-womm-cohort-2@googlegroups.com

Choose your check-in times:

Aug 26- Sept 6
https://doodle.com/poll/cyhiw99gr7xd73v5

Sept 30 – Oct 11 (site visit)
https://doodle.com/poll/xt4u77h2k25et58

October 28 - 30
https://doodle.com/poll/2ivbq8tcz5n67u6u