



# Marketing Communications Annual Timeline/Workplan

ACTIVITY	Last Reviewed	February	June	September/October
Info Package for Library Boards	2015		Review	
Presentations to library boards	2013			Review
Newsletter for librarians (electronic)	2016			
Board Report for councils etc	2013			Review
Marketing/Communications Plan	2017			Review
Fundraising		Review	Review	Review
Lobbying		Review	Review	Review
Review Marketing Budget		Review	Review	Review
Promotional Items		Discuss		
Annual Board/Staff Function		Discuss		
ALC Theme		Discuss		
R.E.A.D. Awards		Review		Discuss
Friends of Chinook Arch			Meeting	AGM
Casino	2016			
<b>POLICIES</b>				
M/C Committee Mandate	2017	Review		
Time line	2017	Review		
Corporate Image	2017	Due for Review in 2020		
Communications	2017	Due for Review in 2020		

<b>Last Reviewed:</b>	<b>5 April 2018</b>
<b>Last Revised:</b>	<b>5 April 2018</b>