

Grand County Library Foundation
Branding Workshop Agenda
May 4, 2012

10:00 AM Introductions/Ice Breaker

10:15 AM Library Organization Chart- Defining the roles and goals of GCLD, GCLF and the Friends of the Library and how they relate to each other.

10:45 AM SWOT Analysis of the Foundation

11:15 AM GCLF - What is our vision for 1 year from now? 5 years from now?

12 NOON Lunch Break

12:30 PM Establishing our Brand – Who are we? Personality/Words/Images

1:30PM Now that we have defined our work how do we communicate it to the community?

2:00 PM Adjourn