

DALNET Outreach Update

- **Marygrove College**

Proposal to join DALNET is still under consideration. The delay is partially due to the appointment of a new administrative financial officer at the college.

- **Rochester College**

There is a possibility that their membership may be delayed until a new library building is built. The library advisory board has recommended that membership and the installation proceed with the new fiscal year.

- **Schoolcraft College**

The negotiations are still stalled due to the illness of the Head Librarian. Interim staff at the institution does not have the authority or the interest to pursue further discussions. Follow up has been delayed until September 2000.

- **William Tyndale College**

Membership proposal is under consideration by the administration. There has been a change at the college's administrative level that has caused some delays in budget considerations for all departments of the college.

- **Archdiocese High Schools**

A suggested pilot project with Mercy High School and Loyola Academy has been recommended. According to the Archdiocese central office, other schools are interested but have cost concerns. These concerns have been referred to the DALNET Finance Committee.

- **Detroit Public Schools**

No reply has been received to the original proposal for a pilot project. Follow-up will be referred to the president of DALNET.

The original marketing plan followed the Ameritech Grant to outline our market segmentation. This plan was very general and does not identify specific target audiences to allow for customizing to the needs of particular segments of the community.

Now, we must design and promote our product and services for identifiable target audiences to produce a marketing mix. This marketing mix then should be further delineated into the four classic elements of marketing

- Product
- Price (which can be in terms of money, time or effort expended)
- Place -- distribution
- Promotion

While we will of course complete our commitments stated in the Ameritech grant, we must develop a marketing plan that produces projects that can then be submitted for implementation.

The plan will be presented to the Steering Committee at the next meeting.

see Rachel
Jerry
Auer
Phyllis } *copy of marketing plan.*
** draft - prep release*
re HF / Grifled.

June 14 - State Lib @ DPL