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MID-HUDSON LIBRARY SYSTEM
Marketing Advisory Committee Meeting

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Date: November 19, 2013   **Location:** MHLS Office Building

Committee members attending:

x	Jeannie Bogino (Columbia)	x	Gillian Thorpe (Putnam)
☐	Erica Freudenberger (Dutchess)	☐	Jody Ford (Ulster)
x	Lorraine Rothman (Dutchess)	**x**	Kara Lustiber (Ulster)
x	Barbara Flach (Greene)	**X**	Rebekkah Smith Aldrich (MHLS)

Staff Attending: Merribeth Advocate, Kerstin Cruger, Tom Sloan
Others Attending: Danielle Fried (PPLD), Lauren Muffs (PPLD)

Minutes from July 16, 2013 were reviewed and approved by B. Flach, seconded by L. Rothman.

Continued Business:

1. **Mobile Apps**
   a. The committee has made excellent progress this year in the area of reaching out to mobile device users:
      - **Boopsie** was approved by the DA.
      - **CardStar app/2D scanners** were approved and have been implemented in some libraries.
      - Links to HOME*ACCESS* databases were incorporated into the **mobile PAC**
      - **Text notification** is now available for library notices
      - Ipads & Kindles & Nooks, Oh My Trainings were well attended.
   b. **Already in place** were mobile AirPAC, Overdrive/Kindle app, Gale Access; QR codes through WOMM; mobile versions of libraries' web sites (implemented in more than 50% of member libraries)
   c. **Hands-on In-House Training for Staff:** The committee discussed the need for as many staff in libraries as possible to be trained in downloading media from OverDrive onto common mobile devices. It was felt that we have reached a tipping point where it may not be good enough to just have one person in the building comfortable with helping patrons download from OverDrive. Many libraries want to conduct Overdrive and/or mobile app training but don't own the specific devices. We know that hands-on use is critical in learning to use different devices and it is important that frontline staff have this skill.
      i. The committee discussed the need to create a "mobile device petting zoo" where libraries could share devices amongst themselves **to enable staff training on a maximum number of mobile devices**. This would be a way of affording everyone the opportunity of experiencing the different devices and could be quite helpful in both staff and patron training. MHLS staff will investigate the feasibility of this. We will pass around a signup sheet at the DA meeting asking libraries to sign up if they are willing to share their devices.
   d. Boopsie: The purchase is temporarily on hold because of Encore, a newly available product from Sierra that optimizes federated searching. If we choose to implement Encore, it must be done before implementing Boopsie. Boopsie, which was approved by the DA, will probably appear in 2nd quarter 2014.

2. **LibraryAware Update:**
   a. LibraryAware Survey: Kerstin received a good response to the survey. We now plan to set up MHLS-specific webinars with the company. Participants will need active LibraryAware administrative accounts and so Kerstin will do a series of site visits to help get these accounts in place.
   b. Templates: "Copy A Template" makes templates available to all users. This feature will make it possible to share materials across MHLS, help streamline creation of PR materials, and facilitate sharing of graphics and social media

interface. The county pages are already set up to share e-resources. MHLS is phasing out bookmarks and other print materials, so this functionality can replace them.

    c. Widgets: Through LibraryAware, MHLS staff will be able to create customizable widgets which can then be made available to all member libraries. Initial work will begin now and will focus on uses that everyone has, such as HomeAccess. Standard widgets for member-managed pages will be created and eventually this work will also extend to county subsets.

3. **Book Club in a Bag:** Circulation of BCB has started to decline in the past year. Weeding was recommended to help make the program more marketable and bring in new users. The suggested guideline for weeding: remove any kit that has circulated 1 time per year or less based on the last three calendar years. This standard would preclude kits less than three years old. The average circulation of a kit is 3.5 times per year.

    a. Since the implementation of the online reservation program KitKeeper, in August 2011, patrons from 47 member libraries (70%) have reserved kits.

4. **Impact Survey:** This is a free, plug and play survey which can be placed on a library web site for 2-4 weeks. It is designed to gather information measuring the worth of library technology. After completion, researchers will massage the data into a reportable format.

    a. The committee agrees that if **every library within a county** offered the survey, the information gathered can create a bigger, countywide and/or system-wide picture. The survey can be done by individual libraries as well if a county does not want to work together. Robert will consult with the libraries who wish to do this. In October 2014, this survey becomes fee-based, so we ask that everyone interested complete the survey prior to that date. This compiled data will be extremely valuable for advocacy and for annual reports to boards, towns, and at the county/state levels.

5. **Workforce Development:** MHLS Training: At least 50 people attended and were trained in the suite, which now includes Cypress Resume and Workforce Skills. The Committee discussed potential audiences for marketing this product, as the only people who currently hear about it are library users. Since the shotgun approach to marketing sometimes falls flat, the committee suggests that libraries use targeted marketing. Potential markets include Department of Labor, town board meetings, post office, United Way and other local providers of support to those seeking employment.

    a. System-wide marketing considerations: Many libraries do not have the staff to provide 1:1 training with patrons in the use of these tools. Committee members were clear that the System should avoid publicizing something that not everyone can provide.

6. **Non-users Survey Project:** The Committee is working on a project for 2014 that would empower member libraries to have trained teams from their library go out into the community to survey non users to discover attitudes about libraries and clues as to how to better market ourselves to more residents in our communities. We will need 400 total responses from all participating libraries. We would like to target this survey for the Spring of 2014. Libraries who are interested in participating should contact Rebekkah.

Next Meeting: To be determined

Minutes recorded by Jeannie Bogino.