

**MID-HUDSON LIBRARY SYSTEM**  
**Marketing Advisory Committee Meeting**

**Date:** March 23, 2016

**Location:** Online

**Committee members attending:**

Jeannie Bogino (Columbia)

Sarah Potwin (Dutchess)

Lorraine Rothman (Dutchess)

Barbara Flach (Greene)

Gillian Thorpe (Putnam)

John Georghiou (Ulster)

Jody Ford (Ulster)

Rebekkah Smith Aldrich (MHLS)

**Staff Attending:** Kerstin Cruger, MHLS Marketing & Program Assistant

**Others Attending:** Thea Schoep (Columbia County co-representative)

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**Action Items:**

1. Minutes from 10.1.15 meeting reviewed and approved by Gillian Thorpe, seconded by Jeannie Bogino
2. Committee re-appointed Gillian Thorpe as chair; secretary to be determined.
3. Committee will put out a call for a peer group to help field test the draft Branding Process deliverables. If directors are interested they are to contact their county's representative to the Committee.
4. MHLS Staff will create guidance for MHLS Directors to make the most of National Library Week.
5. eMagazines:
  - o MHLS Staff will continue to gather best practices for promoting eMagazines.
  - o Committee members will pilot test the idea of reaching out to dentist, doctor and veterinarian offices; auto repair shops and other locations where people are sitting in waiting rooms to advertise eMagazines.
6. MHLS Staff will proceed with plans to produce the Engage Webinar Series which will feature member library directors and staff that have a proven track record with successful community engagement activities. This will dovetail with the System Services Advisory Committee's effort to have similar presentations at DA meetings.
7. Committee will consider additional items that could be useful to add to the New York Library Association's Library Use Value Calculator [<http://bit.ly/1TQiqOq>]
8. Committee will work to help member libraries make the most of September opportunities for engagement:
  - o Library Card Sign-Up Month
  - o Outside the Lines Week
  - o Banned Books Week
9. Committee will move to a four-meetings-a-year schedule with two in-person meeting and two online meetings.

**Discussion Items:**

1. Committee members shared feedback from their counties on the draft "Branding Process" created through the Committee's work last year. All signs are positive with peers seeking more info, expressing curiosity about what is next and reporting a better understanding of the Committee's work. Committee agreed to invite interested directors from beyond the Committee to help field test the deliverables that complement the process. Committee reaffirmed the need to keep tools created simple.

2. Gillian Thorpe reported on the Putnam County Library Association's Public Awareness Committee and their plans to use the MHLS Non-User Outreach Survey in a county-wide effort to connect with "undiscovered users" and help fine tune messaging county-wide about the value of libraries and library services and programs.
3. Committee discussed what is working to get the word out about eMagazines. Top points of engagement included:
  - a. Inclusion in e-newsletter
  - b. Web banner
  - c. Embedded PR near print magazine display
  - d. Facebook
  - e. Staff driven word-of-mouth
4. Committee discussed the importance of community engagement activities by member libraries to cultivate support amongst users and non-users. A variety of engagement opportunities were discussed to identify ways the committee and MHLS Staff can support member libraries with community engagement activities:
  - a. National Library Week & Libraries Transform Campaign [ALA]
  - b. Engage Webinar Series [MHLS]
  - c. Real People. Real Stories. Campaign [MHLS]
  - d. Library Card Sign-Up Month (September)
  - e. Outside the Lines week [<http://www.getoutsidethelines.org/>]
  - f. Banned Books Week (September 26-October 1)
  - g. Friends of Libraries Week (October)