

MID-HUDSON LIBRARY SYSTEM | Marketing Advisory Committee Meeting

Date: September 1, 2016

Location: Online

Committee members attending:

- Thea Schoep (Columbia)
- Sarah Potwin (Dutchess)
- vacant (Dutchess)
- Barbara Flach (Greene)

- Gillian Thorpe (Putnam)
- John Georghiou (Ulster)
- Jody Ford (Ulster) - *excused*
- Rebekkah Smith Aldrich (MHLS)

Staff Attending: Rebekkah Smith Aldrich, MHLS; Kerstin Cruger, MHLS

Others Attending:

Discussion & Action Items:

1. **Minutes** from 3.23.16 meeting reviewed and unanimously approved. (1st: B. Flach; 2nd: G. Thorpe)
2. **Report on Action Items:**
 - E-Magazine promotion ideas discussed. Best practices include:
 - E-Newsletter
 - Web Site/Homepage
 - Embedded PR about the collection near print magazine display
 - Facebook
 - Staff trained to cross sell it to patrons
 - New from MHLS: Printable list of all 145 titles <http://midhudson.org/topics/sustainable-libraries/marketing-pr/pr-materials-gallery/>
 - Engage Webinar Series report provided by R. Aldrich:
 - Launched August 26th
 - Web page created: <http://midhudson.org/engage>
 - Committee encouraged the continued focus on community engagement and creation of additional mini-webinars to highlight efforts in member libraries
 - NYLA Library Use Value Calculator input: Committee provided two ideas for value items that should be included in the calculator for advocacy efforts in 2017: eMagazines and Internet connection.
 - Focus on September: Committee reported that System's focus on National Library Card Sign-up Month and the Outside the Lines program in June of 2016 has been helpful and encouraged MHLS staff to continue to build awareness and support for library activities in this month in coming years.
 - Branding Process draft: no further feedback/comments from the county groups was reported.
3. **Libraries Transforming Communities Resources:** Committee reviewed the Ask and Community Conversations Exercises made available through the American Library Association's LTC program: <http://www.ala.org/transforminglibraries> and feel they are simple, straightforward tools to help libraries connect with community aspirations. The Committee encouraged MHLS staff to help member libraries become aware of and use these tools.
4. **Book Club in a Bag Program:** Program Coordinator K. Cruger provided a status report and provided recommendations for the future of the program. Committee discussed the program and endorsed the idea to decentralize storage and booking for the program and get the kits into the hands of member libraries. MHLS staff will create an action plan related to the new MHLS Plan of Service to create a transition plan.
5. **The Future of the Committee:** The Committee reviewed *Element 6: Awareness and Advocacy* of the draft MHLS Plan of Service and discussed how to evolve the construct of the MHLS Marketing Advisory Committee to take advantage of marketing expertise among staff in member libraries and current technology to better carry out the Committee's mission: Mission Statement: *The mission of the MHLS Marketing Advisory Committee is to help guide the development of strategies and tools to strengthen member libraries' ability to cultivate support amongst users and nonusers.* This will be the main topic of the Committee's December meeting.