

MID-HUDSON LIBRARY SYSTEM
Marketing Advisory Committee Meeting

Date: 4/10/2013

Location:

Committee members attending:

- | | |
|----------------------------------|---|
| X Jeannie Bogino (Columbia) | X Gillian Thorpe (Putnam) |
| X Lorraine Rothman (Dutchess) | X Jody Ford (Ulster) |
| X Erica Freudenberger (Dutchess) | <input type="checkbox"/> Kara Lustiber (Ulster) |
| X Barbara Flach (Greene) | X Rebekkah Smith Aldrich (MHLS) |

Staff Attending: Merribeth Advocate, Kerstin Cruger

Others Attending: Faith Johnson (filling in for Kara Lustiber)

Action Items:

1. Minutes from 11/15/2012 accepted.

Discussion Items:

1. Digital Collections as a Marketing Tool: Freegal & IndiFlix

- To follow up on previous conversations at the committee, the Ulster County directors reported on the vendor demo they received of the downloadable music product Freegal. UC directors liked the product but could not afford it as individual libraries. At this point the Howland Public Library is the only library live with Freegal. They are very pleased with the product. Freegal allows library patrons to download music with their library card. Music is pre-selected and immediately available unlike in OverDrive where we would need to build a collection. Other models the committee liked, like Spotify, are not available as a consortia option. The committee agreed that this product is useful and desirable from the view point that it could appeal to new segments of our community that may think we have little of interest to them (teens and younger adults). An informational sheet about the product is attached, quote pending.
 - **The committee recommends that the DA consider a consortia-based purchase of this product. A trial will be set up.** (price quote is coming)
 - As a continuation of the committee's conversation about expanding the digital collection to appeal to new segments of the community we reviewed IndieFlix which supplies streaming independent films. The Town of Ulster Library has this product and is very happy with it and feels it is affordable. More information about IndieFlix is available at <http://indieflix.com/pages/about-us/>
 - **The committee agreed that this product is also useful and desirable from a marketing standpoint and recommends that the DA consider a consortia-based purchase of this product. A trial will be set up.** (price quote is coming)
2. **Connecting with Mobile Device Users:** Over the past year the Marketing Committee has studied the trend of mobile device use. It has become clear to the committee that the importance of connecting with residents through mobile devices is rapidly increasing. It is the way a growing percentage people want to connect with everything, not just libraries. To that end the committee has been reviewing different ways to connect with mobile device users, evaluating what patrons can already access via a mobile device and other ways libraries across the country are connecting with mobile device users.
- **The committee reviewed what patrons can already do via a mobile device related to library service:**
 - i. Mobile version of the online catalog (AirPAC)
 - ii. OverDrive App / Kindle App
 - iii. AccessMyLibrary (Gale)
 - iv. QR Codes
 - v. Facebook/Twitter/FourSquare

- vi. (50% +) Mobile versions of library's web site
 - The Committee found that **these are all disparate parts** and identified their goal as finding the best way to pull the majority of this **under one umbrella** to make things **as convenient as possible** for patrons.
 - **Mobile App Recommendation:** A mobile app is the "umbrella" solution identified by the committee. The committee reviewed options to implement a free app and received feedback from libraries that have done this. No free solution seemed ideal. The committee also reviewed Boopsie, a company that specializes in mobile apps for libraries. The committee agreed that Boopsie is the most sustainable option available to MHLS member libraries that meets the goal of patron convenience at this time.
 - i. **The committee recommends that the DA consider a consortia-based purchase of this product. This will be under New Business at the May 2013 meeting.** To see what the Boopsie mobile app looks like in an consortium setting visit <http://rcls.boopsie.com/> On the right is a box that says "Try it Out!" where you can click on the screen of the mobile phone and see what the environment looks like when it is a consortium rather than an individual library. An information and price sheet about Boopsie is attached to the minutes.
 - **Ulster County Info Portal Mobile Access Point:** The committee reviewed the Ulster County InfoPortal model of advertising the mobile device-ready entry points to library services (viewable at <http://uclib.org/infportal-mobile/>).
 - i. **The committee recommends that MHLS provide a similar entry point to advertise mobile options be added to the MHLS mobile online catalog (AirPAC). Eric McCarthy and Robert Drake will research this.**
 - **Mobile Loyalty App:** The Committee reviewed CardStar, the lead mobile loyalty app in the country. The app is free for users to add their library barcode onto their phone. They can import our library cards as "Other", but the committee is recommending that the Mid-Hudson Library System be added as a specific choice. This makes it easier for the user to sign up, makes us look more professional/current, and gives us the option to send rewards messages. (Example: Bring this in for a demo of how to download eBooks from your library system.)
 - i. **The committee recommends that MHLS purchase a CardStar account on behalf of member libraries.** The cost is \$126/year. MHLS has agreed to pilot this for a year at the price quoted.
 - ii. **The committee recommends that MHLS coordinate a group purchase of 2D scanners.** These are the scanners needed to read barcodes off of a smartphone screen.
3. **LibraryAware:** County dates for training are already set up and wait listed. Another hands-on session will be added in May. Two webinars will also be added in later May. Directors will be administrators and will set up accounts for staff. It is possible to have multiple administrators. Thanks to MHLS Outreach funds secured by MerriBeth, libraries will have access to the product for at least 2 years, which will give us time to work with it and see if we like it. Libraries using Constant Contact or MailChimp are advised to continue using those for now. Kerstin Cruger, MHLS Program & Marketing Assistant is also available for libraries to book one-on-one help with at their library.
4. **Book Club in a Bag:** The Committee reviewed usage statistics. The program continues to be popular with patrons and is showing an increase in use, particularly after the implementation of KitKeeper. As regular users have become savvy about the program MHLS staff is experiencing less respect of the due date for kits which is holding up the next group that has reserved the kit and creating more work in the background for staff. Currently when a patron is late in returning a kit they are immediately billed \$170, when the kit is returned, the "bill" goes away.
 - **The committee is recommending to the Resource Sharing Committee that a \$1/day fine on Book Club in a Bag kits to help encourage the timely return of kits be implemented.** If approved, a marketing piece would be included in the kit to alert a patron to the fine level.
5. **Cardholder Percentages:** The Committee reviewed stats related to the number of cardholders vs. chartered service population and discovered that as a System, cardholder percentages are well below the national and state average of 50% of residents being cardholders. The Committee is concerned about this and will be reviewing and recommending ways for libraries to attract more residents and convert them to library users with

library cards. At our next meeting we will be working on a plan to increase active cardholders to share with member libraries. An initial brainstorming of ideas includes:

- Make it easy as possible.
- Provide an online form
- Link cards of family members
- Offer cards for kids of all ages
- Every kid gets a card (through schools)
- Card sign-up drive through community (PTO, county fair, etc.)
- Send out library card application through the schools (back pack mail, field trip)
- Offer a chamber of commerce discount
- Card art [See the Edmonton Public Library's card designs:
<http://www.donovancreative.com/case-study/edmonton-public-library/>]
- Purge patron records (Overdrive patrons are a concern – not an issue for a year, but we will eventually need to address this.)
- Front line staff commitment to recruitment
- September is Library Card Sign up Month, a good time to focus in on this issue.
- Keep It Local Word-of-Mouth Marketing Campaign [The MHLS WOMM experiment will no longer be a quarterly project. This “experiment” is over for now and the good parts are being translated into being used on a broader scale.]
- Rebekkah will do a quick survey of special collections offered by various libraries at the next DA meeting to help with promotion.

6. Merribeth reviewed the results of the patron Overdrive survey.

DA New Business:

Mobile App Recommendation: Boopise

Background: 45% of Americans have a smart phone, a percentage that is growing every year. MHLS libraries offer mobile access to library information and services in a few different ways, each of which has their own entry point. [See Marketing Committee minutes for more information.]

Issue: Current mobile device access points to library services are not integrated into one place. To get to the OPAC patrons need to use the browser on their phone, to access other products they are downloading an app (i.e. OverDrive), to get to the library's web site they are back in the browser, etc.

Recommendation: The Marketing Advisory Committee agrees that an integrated mobile app is the best approach to making things more convenient for patrons and recommends the DA consider purchasing the Boopsie mobile app. To see what the Boopsie mobile app looks like in a consortium setting visit <http://rcls.boopsie.com/> On the right is a box that says “Try it Out!” where you can click on the screen of the mobile phone and see what the environment looks like when it is a consortium rather than an individual library. An information and price sheet about Boopsie is attached to the minutes.

Status: New business at the May 2013 meeting.



A Mobile App for Your Library

The most advanced mobile solution for public and academic libraries

The Optimum Package



BookLook
Mobile™



Book Reviews
and Recommendations



OverDrive®
Access

The Standard Package



Library Locator



Ask a Librarian



Reading Lists



Catalog Search



Calendar/Events



Blogs & Twitter



ILS Integration



Additional Content



Multi-Lingual Support



BookCheck™

Now Available as an Add-on Feature for Either
The Standard Package or The Optimum Package!

For the **Standard** Feature Set:
\$14,495 annual subscription fee
Year 1 plus \$2,695 one time
integration fee, \$14,995 Year 2 and
\$14,995 Year 3.

For the **Optimum** Feature Set:
\$18,695 annual subscription fee
year 1 plus \$2,395 one time
integration fee, \$18,695 Year 2 and
\$18,795 Year 3.

To add **BookCheck** to either
Standard or Optimum Feature Sets:
an additional cost of **\$9,995** Year 1
plus a one time \$1,695 integration
fee, \$10,295 Year 2 and \$10,295
Year 3.