

MID-HUDSON LIBRARY SYSTEM
Marketing Advisory Committee Meeting

Date: December 12, 2011

Location: MHLS Auditorium

Committee members attending:

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

Staff Attending: Kerstin Cruger, Mike Nyerges

Others Attending: Lauren Muffs, PPLD

Action Items:

1. Minutes of September 22, 2011 – Motion by Gillian Thorpe, seconded by Lorraine Rothman. Passed unanimously.
2. Building Your Base Online Toolkit – Rebekkah announced that it will be coming in 2012.
3. Committee should review “10 Things” FAQ Draft as forward any thoughts to Rebekkah.
4. Committee asks that MHLS or the Central Library/Collection Development Advisory Committee look into the status/future of streaming movies and report to the DA.
5. Kerstin will collect provide circulation statistics for individual Book Club in a Bag titles to help the committee make decisions about weeding the collection.
6. Recommendation that the Central Library / Collection Development Advisory Committee, revisit the amount of money members are contributing towards eBook purchases through OverDrive.
7. Rebekkah will take the draft of the eBook Smart Guide back to Merribeth and OverDrive to clarify the final steps in downloading ebooks.
8. Rebekkah will schedule sessions of Advocacy Boot Camp for frontline staff and trustees in early 2012.
9. Rebekkah will consider doing another Annual Report to your Community Workshop in 2012.

Discussion Items:

1. 2011 Committee Highlights – Rebekkah reviewed the committee’s achievements for 2011.
2. 2011 Building Your Base Online Workshop Series Review: The majority of committee members participated in the series and thought it was very good. Discussion of how to improve a similar series in the future. The group discussed what resources libraries could use to assist with social media including a list of “101 Facebook Posts”. The group shared their thoughts on establishing your library’s marketing message throughout all facets of a library’s PR strategy.
3. “10 Things” Self Directed Online Learning Series 2012: Rebekkah asked for volunteers to help moderate the program as they have filled the series. Gillian volunteered to help moderate as opposed to taking the course herself. Rebekkah discussed how the course will work and the possibility of investing grant funds so more member library staff can get hands-on experience with the devices patrons are using.
4. Book Club in a Bag Update – Kerstin reported on the increase in use of the Book Club in a Bag since KitKeeper went live on 8/8/2011. As of 12/2/11 MHLS has 42 pending reservations. Kerstin suggested that she pull circulation stats for the book club in a bag and consider weeding those that are not circulation well. MHLS will be making Battle of the Books book club in a bag in the future.
5. Word-of-Mouth Marketing Program Feedback & Strategy - Discussed future of the Word-of-Mouth Marketing Program. The group considered if the member libraries are using the material as we had envisioned. We will do WOMM quarterly in 2012, with the targeted themes of: Advocacy, Job Seeking, Commuters and Traveling Families, and Overdrive.

6. OverDrive eBook Smart Guide Draft – Rebekkah went over the smart guide for patrons to become familiar with our Digital Downloads via OverDrive. Group suggested some minor tweaks for clarification.
7. 2012 Advocacy – Rebekkah reviewed on statewide advocacy messages for the first quarter of the year including messages for the public in the library and out of the library. 2012 proposed additions included a increasing local visits to libraries by legislators and “Twitter Bombs.”
8. Marketing Survey Results – Rebekkah reviewed the survey results. 83 % of directors responded. The survey revealed some areas that member libraries need to improve upon. The committee talked about how to address some of these issues through the committee in the coming year
9. 2012-2013 LSTA Grant Opportunity: Building Your Base; From the Inside Out Proposal – Rebekkah suggested a workshop series specific to directors, front line staff, trustees and Friends. Making sure libraries are prepared to effectively share their talking points to their communities. The series would incorporate findings from the Marketing Survey.
10. Designation of 2012 Committee Chair, Secretary and DA Reporter – Barbara will remain as chair, Secretary will be Jeannie and Gillian will be the DA Reporter.
11. Erica and Faith are leaving the committee; Rebekkah thanked them for their contributions to the committee.

Next Meeting Date: to be determined