

MID-HUDSON LIBRARY SYSTEM

Marketing Advisory Committee Meeting

Date: 12/10/10

Location: MHLS Auditorum

Committee members attending:

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

Staff Attending: Christina Ryan-Linder and Laurie Shedrick

Others Attending:

Action Items:

1. Committee Members - Talk to your county directors about the OPAC (deadline for comments is February 2010). Send to Laurie *before* the February DA meeting.
2. Committee Members - Talk to directors at your next county meeting as to whether they like "HOMEACCESS" link on the homepage of the OPAC.
3. L. Shedrick will look into creating another version of the OPAC without the HOMEACCESS button that could be triggered by static IP address.
4. Committee Members – Please test the understanding of the "HOMEACCESS" with your patrons. What other term would they use or would make more sense to them?
5. L. Shedrick – Will take out MARC search button in the OPAC.
6. L. Shedrick - Will remove ANOTHER SEARCH from OPAC as MODIFY SEARCH goes to the same place.
7. L. Shedrick – Add a "Getting to Know the New Catalog" button on the homepage of the OPAC.
8. R. Smith Aldrich will investigate moving the SEARCH box up on the newly designed member web site
9. Committee Members - Think about the Live-brary concept and consider if it is something we are interested in investigating further.
10. Committee Members – Collect your marketing practices/ideas that have worked to begin sharing with member libraries
11. MHLS Staff – prepare a report on the Parents as Supporters Focus Groups
12. Committee Members – encourage peers at county meetings to become involved with advocacy efforts, including identifying patrons that are willing to speak up on behalf of library funding to state officials
13. R. Smith Aldrich – Develop a week-by-week advocacy calendar for January/February
14. R. Smith Aldrich – publicize t-shirts for Advocacy Day
15. Recommendation to the Central Library/Collection Development Advisory Committee to develop online tutorials for databases featured in the Word-of-Mouth Marketing project.
16. Committee Chairperson for 2011 will be Barbara Flach, Green County, with Faith as the co-chair.

Discussion Items:

1. **2010 Accomplishments:** Rebekkah reviewed some of the group's accomplished from 2010 year; including improving the Mission Statement and the success of our Word-of-Mouth Marketing Experiment. Rebekkah noted that as a result of our WOM the usage of the targeted service increased, peaking at first and then leveling off to a new higher level of use. Committee discussed

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2. **Building Your Base Online Workshop:** Committee Members who attended reported on the on the Building Your Base Online workshop with Nancy Dowd & Rebekkah Smith Aldrich. Feedback was positive.
3. **MHLS Hosted Websites:** Rebekkah Smith Aldrich shared the new layout design for the library websites that are hosted by MHLS created by Merribeth Advocate and Robert Drake.
4. **Computer Lab:** MHLS will be purchasing laptops (estimated 8-10 laptops) to be used for hands-on training workshops in 2011. The computer-training lab will be set up in the MHLS building.
5. **Impact of Mobile Technology** – the group discussed the increasing use of mobile phones and tablets like the iPad, for searching the web. The group brainstormed possible ways in which libraries can market themselves in this area. Laurie noted that there is the possibility of sending library notices via text message.
6. **Story Time Focus Group Raw Results** - The group reviewed the data from the story time focus groups. Overall the data showed that people are using the library to meet people, get acquainted with their community and find inexpensive programs for their families. Unfortunately, most people were unaware how libraries are funded and/or about recent or upcoming library votes. Discussion ensued about how libraries can do a better job communicating our funding issues, needs and goals. MHLS Staff will summarize findings and make recommendations for moving forward to target this audience.
7. **Read Local:** E. Freudenberger reported that a survey has been sent to all directors to gather information about activities surround
8. **Library Lovers WOMM Focus/Planning Efforts for Advocacy Day, March 1, 2011.** Committee discussed strategies to help member libraries focus attention on the needs of NY libraries and to stop cuts to the system. Committee reviewed what has been done in past years and helped R. Smith Aldrich plan for 2011. The Committee recommends that libraries identify individual library patrons that will be willing to become “Advocates for Libraries”; that MHLS create an advocacy campaign calendar for 2011 that maps out a strategic plan for all advocacy efforts; and encourage all that attend Advocacy Day to wear “Don’t Cut the Heart...” tee shirts.
9. **Live-brary:** Discussed the potential for the creation of an online presence similar to Sufflok County’s “Live-brary,” that showcases the items and products in our collective collection beyond books: <http://www.live-brary.com/>.
10. **“Back-to-Basics” Marketing Needs:** The group discussed how libraries can help each other in various areas of marketing/pr/programming. The group discussed the possibility of creating a Marketing Needs survey to assist with the establishment of an enhanced marketing and PR portal/toolbox that could include simple document samples like “How to do a press release” and “Do It Yourself Design and Printing” and a companion workshop. *This topic will be put on the next meeting’s agenda.*

DA New Business:

None

Minutes submitted by Gillian Thorpe

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