

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

**Date:** October 1, 2015

**Location:** MHLS Auditorium

**Committee members attending:**

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

**Staff Attending: Merribeth Advocate, Kerstin Cruger**

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**Action Items:**

1. The Committee recommends that this committee continue as a DA Advisory Committee.
2. Committee members will report to their county director groups prior to the November Directors Association meeting to:
  - a. Explain the work of the committee over the past year
  - b. Create some urgency around the trends we are seeing related to decreasing circulation, door counts and voter turnout
  - c. Introduce the branding process model the group plans to develop over the next year
3. R. Smith Aldrich will present the draft Branding Process model at the November Directors Association meeting

**Discussion Items:**

1. Committee members shared summaries of recent discussion related to PR and marketing from each county director's meeting.
2. Committee discussed the warning signs facing libraries today:
  - a. Decrease in circulation system-wide
    - i. This discussion included the experience of those in the MHLS Increasing Circulation Incubator Program and the resulting conclusion that we need to attract more residents through the doors of the public library and engage interactions with them "where they are."
  - b. Recent report from the Pew Internet & American Life Project, Libraries at the Crossroads, which indicates a decline in library visits
  - c. Trends in voter turnout for member library votes
3. Committee reviewed and confirmed priorities identified in January 2015:
  - a. Brand Development
  - b. Message Delivery
  - c. Leadership/Organizational Capacity
4. R. Smith Aldrich presented a conceptual model for a branding process that
  - a. Incorporates the committee's three priorities areas including a proposal for deliverables to be developed to assist member library directors to lead their libraries through the process;
  - b. Incorporates pre-existing measures such as the MHLS Non-User Outreach Survey and the ALA Turning Outwards program to help a library align themselves with community values; and
  - c. Takes into consideration the committee's charge that anything developed for members needs to take into account the need for simple solutions for directors who are strapped for time.