MID-HUDSON LIBRARY SYSTEM
Marketing Advisory Committee Meeting

Date: 7/16/2013   **Location:** MHLS Conference Room

Committee members attending:

x	Jeannie Bogino (Columbia)	**x**	Gillian Thorpe (Putnam)
x	Erica Freudenberger (Dutchess)	**x**	Jody Ford (Ulster)
x	Lorraine Rothman (Dutchess)	**x**	Kara Lustiber (Ulster)
☐	Barbara Flach (Greene)	**x**	Rebekkah Smith Aldrich (MHLS)

Staff Attending: Merribeth Advocate, Robert Drake, Kerstin Cruger
Others Attending:

Minutes from April 10, 2013 were reviewed and approved. (1st: Lorraine Rothman; 2nd: Erica Freudenberger)

Action Items:

1. Robert will offer a group purchase opportunity for 2D scanners for interested libraries.

2. MHLS staff will create promotions to be pushed to users of the Cardstar app.

3. MHLS staff will obtain more information about how databases are accessed through Boopsie with/without Encore.

4. MHLS staff will solicit best practices from libraries regarding lending iPads, ereaders, etc. to the public.

5. Rebekkah will develop a plan to create a non-user survey outreach program.

6. The Committee recommends that the Resource Sharing Advisory Committee consider an item to be added to the Resource Sharing Standards that would make it clear that no individual library should use the LibraryAware feature to promote individual programs/services through the online catalog. This would be a feature reserved only for universal promotions of services/products that are available System wide.

7. The Committee urges member libraries to make the most of the two-year pilot window to use LibraryAware.

Discussion Items:

1. **Cardstar:**
   a. **MHLS is now registered with Cardstar**, the #1 mobile loyalty app in the US (according to *Consumer Reports*). Now, when patrons load their library barcode into Cardstar they can choose the "Mid-Hudson Library System" and the MHLS logo is tied to their barcode in the app.
   b. **This app is free to the patron.**
   c. The app allows us to push **five promotional messages to users of the app** a year, for free. The Committee decided to try the five free promotions rather than committing to a paid level of service from CardStar and provided guidance to MHLS staff on the content of the promotions.
   d. Libraries would need a 2D scanner to read the barcode off of a patrons' smartphone screen. **Robert Drake is organizing a group buy of 2D scanners** for interested libraries. Information about the purchase price is included in Robert's report to the DA for the July meeting or you can contact Robert directly about purchasing a 2D scanner.
   e. There's similar popular mobile loyalty app– **Key Ring**. MHLS staff will investigate how to get the System brand into that app as well.

f. **It is important that all libraries understand that patrons may attempt to use their library barcode at the circulation desk via their smartphones. If a library does not have a 2D scanner the numbers can be typed in manually.**

2. **Boopsie:**
   a. The Committee was updated on the progress of their recommendation to the DA regarding a consortia purchase of the mobile app Boopsie. All agreed it is ultimately a matter of funds – how much it will cost each library – and awaits the outcome of the good work being done by the System Services Ad-Hoc Committee and the Central Library / Collection Development Advisory Committee to develop a viable cost share solution.
   b. MHLS staff will forward the question about access to databases through Boopsie to the Boopsie sales person.
   c. Committee members are encouraged to continue the conversation about mobile access at county directors' meetings and forward any further questions/concerns to MHLS staff.

3. **Fine on Book Club in a Bag Kits**: Committee was updated that **the Resource Sharing Advisory Committee is supporting the Marketing Advisory Committee's recommendation for a $1/day fine on BCB kits**. The Resource Sharing Committee noted they felt the fine level was lenient. Next step is for a vote a the July DA.

4. **"Special" Special Collection Survey Results:** Survey results were shared with the Committee. The Committee is interested in **further information about the management of these collections**, particularly the lending policies and procedures for items like iPads and the staff training necessary to get a patron started with a new technology the library is lending. MHLS staff will solicit best practices in regards to this.

5. **Card Holder Percentages:**

   a. The Committee continued a conversation from their last meeting in regards to **strategies to increase the number of library cardholders** throughout the System.
   b. Rebekkah shared information from a session she attended a the ALA Conference: *The Elusive Non-User*. In the session a non-user is defined in three ways: **1) someone who never sets foot in library; 2) someone who has not visited in a year; or 3) someone who brings a child to the library but does not personally use library services.** This program showed ways for libraries to get outside the building and talk with nonusers, specifically through nonuser surveys.
   c. The Committee discussed Rebekkah's proposal to **create and implement a project to help libraries reach non-users** using some of the techniques from this program. The Committee was excited by this idea. Rebekkah will more fully develop a plan which will focus on a subset of member libraries to help them up their card holder percentages and report back to the Committee at the next meeting.

6. **LibraryAware**:
   - Kerstin provided the Committee with an update on the **new release of the LibraryAware software**:
     i. "Flexible Content": you to create your own templates
     ii. Adds new formats such as postcards and wide format bookmarks
     iii. Widget enhancement can stay on your website and things will come up automatically when relevant, when not - it's an invisible placeholder.
     iv. Book Links is up and running. E-blasts link directly back to the catalog, so people can request stuff right away.
   - A **users group** to share the new features and discuss "tips and tricks" is being planned for August.
   - **Promotions in the Online Catalog:** Promotional pieces designed in LibraryAware can be linked to items in the catalog. This is a universal feature that is "on." **The Committee agreed this feature should be used only for universal promotions, not individual library promotions**. The Committee suggested that something perhaps be added to the Resource Sharing Standards that makes it clear individual libraries

may not post from LibraryAware to the online catalog, only MHLS staff may do so with universal promotions for products/services all libraries provide.

- **Member Libraries have a two year trial and we're about halfway through the first year**, so it's critical that we use the service and make the most of the investment MHLS has made in the product. Committee members are encouraged to promote use of LibraryAware at their county directors meetings.

7. **County** HOME*ACCESS* **Pages**:
   a. Merribeth previewed the new look of the county-based HOME*ACCESS* pages which are projected to be available to the public in the fall.
   b. The new pages provide for separate URLs to targets products to specific audiences (for example, Job & Career Help, Fix Your Car, Kids' Port, etc.).
   c. Merribeth and Robert are working to ensure the pages maximize access to mobile versions of database interfaces.
   d. Merribeth is willing to customize the county pages for any county with additional databases/products available only in their county.

8. **Online Reputation Management Workshop will be held this Fall**

9. **Summer Reading Program banners** just arrived from the State. Given that libraries are fairly far into their programs already the Committee decided MHLS should distribute them in time for the 2014 Summer Reading Program season.

Next Meeting: November 19th

Minutes recorded by Jeanne Bogino