

MID-HUDSON LIBRARY SYSTEM
Marketing Advisory Committee Meeting

Date: October 22, 2014

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

Action Items:

1. Minutes from March 20th, 2014, Gillian Thorpe, 2nd, Jody Ford. Accepted.

Discussion Items:

1. **Library Aware Update:** M. Advocated reported that LibraryAware is now bundled with the NextReads product so it will be here to stay. Library Aware is not yet a replacement for products like Constant Contact but is useful for social media posts, e-blasts, and print material production such as flyers and bookmarks.
2. **Overdrive Train-the-Trainer Effort:** At the request of the committee, MHLS staff is proposing a brief online training in February for staff in the form of a scavenger hunt to ensure frontline staff familiarity with the OverDrive Help Center. The Committee's goal is to assist member libraries in educating all frontline staff to support patrons using the digital download collection.
3. **Library Card Brochure:** Committee provided suggestions for revisions. Quotes have gone out to local graphic designers for redesign/update.
4. **Non-User Survey:**
 - a. *Background:* The committee developed a simple, 5-questions survey. MHLS staff conducted training of member library "survey teams" who then went out into the community to talk to non-users. 207 surveys returned to date. Complete lists of the following results are available in a summary report available upon request from rsmith@midhudson.org.
 - b. *Word Association:* Books is, by far, the most common word association to "library." The committee discussed the limitations of this perception and the need to perfect talking about our libraries in new ways to combat the limited understanding many in our community have. Rebekkah prepared a document listing the other ten most popular words in either a "Why" or a "What" column. The Committee agreed that our goal is to move advocacy messaging from a "What" focus (books, DVDs) to a "Why" focus (discovery, learning, knowledge creation).
 - c. *Why Don't You Use Your Library:*
 - i. "I don't have time to go to the library" is the most common answer. The Committee discussed how to better demonstrate, or strategically focus on the message that many library services and resources can be accessed online, either from home or a mobile device, and how we can save people's time through our smart use of technology.
 - ii. "I buy books/ebooks instead of borrowing them" is the second most common answer. The Committee agreed that talking points to expand this type of person's understanding of what a library has to offer should be developed by libraries.
 - iii. "I don't have a library card" will be removed from the answer options in future.
 - iv. "I don't need to use the library" The Committee equated this answer to the second answer, noting that it is likely this type of person may not understand what a library has to offer, or in some cases that they may truly do not feel the need to use the library and that we should practice how to gracefully extract ourselves from that type of exchange as we will be unlikely to win them over.
 - d. *Services:* These answers indicated what services non-users wished a library would offer. A number are already offered, many others were reachable.

- e. *Programs*: These answers indicated what programs non-users would like to see at libraries:
- Computer Classes / Instruction: Enhancing skills for employment, Quickbooks, Microsoft Office, Internet Searches, Computer Skills for Older Adults, Resume Writing, Job Search
 - Children’s Programs: Ages 8-12, Older primary grades, after-school, story hour, local myths and legends for story time, children’s’ underserved population, open play for toddlers
 - Adult Programs: Crafting/ Scrapbooking, Investment / retirement planning, public speaking (Toastmasters), Camping /RV-ing, Home Improvement / Do it Yourself (DIY), Small Business
 - Seniors: Senior/Youth Programs - pairing seniors with youth - seniors have a wealth of knowledge to pass along and youth could be helpful with raking leaves, snow removal, etc.
 - Music: Country, geared toward 20 something’s, Concerts, live performances
- f. *Top Local Information Sources*: Word-of-Mouth, Local Newspaper, Internet/e-word-of-mouth, and Town Information (town newsletter/web site/bulletin board/meetings) were the top four.
- g. *Top 10 Partnership Opportunities*
1. Schools
 2. Fire Department
 3. Local Businesses
 4. Churches / Religious Organizations
 5. Children’s Organizations; Boys & Girls Club, 4H
 6. Lions Club
 7. Police
 8. Summer Parks Programs / Camps
 9. Town Recreation Department
 10. Local Museums / Historical Societies
- h. *Overall*:
- i. Libraries who participated found that the vast majority of those who didn’t use the library were very positive towards the library. As a result, participating libraries have reported that:
 - i. staff and trustees have felt empowered to target non-users through programming and advocacy
 - ii. trustees speak with more confidence and pride about the library while out and about and in particular, when discussing funding for the library
 - j. This activity was most successful for libraries that were “in the right place” from an organizational development perspective, meaning in the midst of a strategic planning focus or pre-budget vote. Model for the future will be for MHLS staff to offer Survey Team training on demand for those libraries well positioned and committed to such an activity.
 - k. The true value of this program is the experience each of the participating libraries had to connect with their constituents and glean micro-local input to craft messaging, services, programs and partnerships.
5. **Circulation Statistics & Cardholder Data**: MHLS staff is working on a plan for 2015 to provide targeted assistance to increase circulation in the System. The Committee will continue to work on techniques and initiatives to assist libraries in increasing the number of library cardholders in their communities.
6. **Competency Index**: The committee reviewed the Library Management Competencies in the area of Community Relations from WebJunction’s Competency Index for the Library Field [<http://webjunction.org/content/dam/WebJunction/Documents/webJunction/2014-03/Competency-Index-2014.pdf>] and ranked what they feel are the priorities for MHLS to promote to member libraries and integrate into continuing education opportunities:
1. Promotes the library as a center of lifelong learning in the community
 2. Identifies potential partners and opportunities and articulates the mutual advantages of partnership
 3. Uses data to communicate the library’s value to decision-makers
 4. Performs outcome-based evaluations to measure the impact of programs and services
7. **Advocacy**
- a. **County Advocacy Meeting**: Committee members identified library directors/trustees instrumental in advocating for county funding.
 - b. **Advocacy Boot Camp re-boot & “advanced” Advocacy training**: Committee felt that the workshop was specifically designed for those attending Advocacy Day, discussion about how to freshen the basic advocacy workshop each year. Discussion of what a core trustee training program would look like

- c. **2015 Advocacy Day:** February 25th. The New York Library Association's Legislative Committee has indicated a significant need to improve the number of library supporters using the Online Advocacy Center. Committee will work towards a targeted goal in order to increase participation.
 - d. **Youth Services Providers as Advocates:** Does this group require a different approach in advocacy training to help them mobilize parents as library advocates? Committee was asked to think about this and gather information from YS providers to assist with a brainstorming exercise at our next meeting.
8. **2015 Continuing Education Planning**
- a. **Programming Summit:** Identifying libraries that are doing creative programming with a presentation along with table discussions
 - b. **Marketing "5 Things" Online Learning Opportunity:** Offer opportunities online with deliverables
 - c. **User Experience (Aaron Schmidt):** Breaking down patron experience to actually determine what that experience is like to improve the user experience. Committee supportive of bringing author in to present a live webinar.
9. **Putnam County Public Awareness Committee:** Marketing campaign including billboards and bus advertising is in the works.

Next Meeting Date: TBD