

MID-HUDSON LIBRARY SYSTEM
Marketing Advisory Committee Meeting

Date: March 16, 2011

Location: MHLS Auditorium

Committee members attending:

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

Staff Attending: Merribeth Advocate, Laurie Shedrick, Mike Nyerges, Kerstin Cruger

Others Attending: Pizza delivery man with good pizza

Action Items:

1. Expand the MHLS Advocacy Calendar to go to through March. (Rebekkah)
2. Coloring and/or activity sheets for children to send to legislature. (Rebekkah)
3. Follow up letter template for libraries to send to Legislature. (Rebekkah)
4. Provide a summary after the budget passes that libraries can use to let patrons and staff know what came of their efforts. (Rebekkah)
5. Begin draft for Marketing Survey (Rebekkah)
6. Resend the Library Program Statistics worksheet to directors. (Merribeth)
7. Develop a "What's Your Library Story?" handout that could be included in the Summer Reading Program activity packets to help libraries capture "good stuff" about the library from SRP participants. (MHLS Staff)

Discussion Items:

1. **E-Branch Model:** Committee reviewed the Desmond-Fish Library's "e-branch" page as a model for marketing library e-content (Overdrive products, databases, online catalog). MHLS staff were encouraged to explore helping more libraries use this model on local library web sites through the second year of the Building Your Base Online grant project.
2. **Book Club in a Bag Program:** Committee members were given a sneak peak of the new interface for patron and staff booking of kits through the BCB program and were asked for feedback. K. Cruger, who manages the program, provided the demo and shared that the new product will streamline the booking process and result in patrons being able to book kits themselves, less work for frontline staff and System staff. This new interface should be ready for the public in May.
3. **Marketing Survey.** Committee expanded their view of the purpose and content of the marketing survey. The purpose of the survey will be to help libraries self-assess their marketing and PR efforts and help MHLS understand areas of needed support and training. Committee suggested that the format could follow Essential Document Inventory project. The goal will be to present libraries with a holistic list of marketing and PR efforts from a basic to advanced level to help libraries build up their profile in their community and with legislators. Survey results will be used to help create an online toolbox, contribute to relevant areas of the next 5-year Plan of Service, and identify further education classes for directors and trustees. R. Smith Aldrich will start drafting a survey and send it out to committee members via e-mail for input and suggestions.
4. **Summer Reading Program**
 - a. SRP programs and grants: Total available grant funds: \$8,100. M. Advocate outlined the grant application criteria. MHLS will be looking for projects that target strategic audiences and non-traditional users, meet the changing needs of the community, enable partnerships, and enhance literacy. Each grant will be between \$300-\$500.
 - b. M. Advocate proposed that MHLS help member libraries capture statistics and anecdotes about the partnerships they are building with different organizations for summer reading program and throughout the year.

- c. Discussion around ways to help libraries capture good vibes from patrons through the Summer Reading Program Committee recommends that MHLS develop a hand out: "What's your library story?" that can be included in the SRP activities packet to facilitate this.
5. **Stoptrashingmylibrary.org** – Committee members were asked to take a look at this site and interact with it in the next few weeks and provide feedback on it to MHLS Staff. Related to the committee's ongoing discussion surrounding how we manage our print and online presence.
6. **Taxpayer Association Resources:** Committee discussed an idea proposed by a member library trustee to provide a resource page for taxpayer associations to help connect with tax information at each level of government. The Committee felt that the general resources libraries currently provide – online links to tax forms and instructions suffice.
7. **E-Book Watch & Marketing** – Committee discussed ways to help staff and patrons feel more comfortable with the variety of devices being used to download ebooks: Suggestions included
 - a. To hold a program in your library along the lines of a "tech talk" users group for patrons. This can provide a forum for people to get together to discuss their devices, and help each other with questions, etc.
 - b. Have training programs at your library on how to use Overdrive.
 - c. Heavily publicize the "My Help!" button on the Digital Download Center (Overdrive) website to help people get started.
 - d. The Marketing Advisory Committee recommends Directors show their staff the My Help! button in OverDrive to help them with patron questions regarding devices. M. Advocate will provide a demo of this at the April DA meeting.