

MID-HUDSON LIBRARY SYSTEM | Marketing Advisory Committee Meeting

Date: January 21, 2015

Location: Mid-Hudson Auditorium

Committee members attending:

- | | |
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| X Jeannie Bogino (Columbia) | X Gillian Thorpe (Putnam) |
| X Sarah Potwin (Dutchess) | <input type="checkbox"/> 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

Others Attending: None

Action Items: None

Discussion Items: Rather than a traditional agenda, the committee engaged in an **organizational and priorities-setting exercise** during this meeting to **re-focus their efforts and to optimize future outputs** from the Committee and MHLS Staff efforts.

- The group first reviewed their **motivations** for joining the committee and identified past success achieved through the committee that they would like to see continue.
- The committee reviewed:
 - **Mission Statement:** The mission of the MHLS Marketing Advisory Committee is to help guide the development of strategies and tools to strengthen member libraries' ability to cultivate support amongst users and nonusers.
 - **Definitions** for "marketing" and "public relations":
 - **Marketing** is about library user acquisition.
 - **Public Relations** is about creating a "buzz."
- We then identified the **major obstacles** to effective marketing and PR in local libraries and within counties.
- The Committee then discussed **opportunities to find solutions** on behalf of member libraries in light of the identified obstacles and ranked them by consensus to identify our areas of focus for 2015. The following three project areas were identified:
 - **Brand Development Support**
Assisting libraries in delivering their message out in a clear [and consistent] way
Developing leadership skills necessary to build a library's organizational capacity, particularly with an eye towards planning and implementing marketing and PR strategies
- The Committee also emphasized the importance of:
 - The necessity for System designed strategies and tools to be **simple to implement**.
 - The need for us all to "**evolve our thinking**" as technology changes how we deliver services and how we get the word out effectively. There needs to be a widespread understanding that what may have worked a few years ago may not work as well today or tomorrow.
 - **Identifying community needs** at the local library level and support of all sizes of libraries to do the work necessary to identify community priorities and communication preferences.
- The Committee will meet three more times this year to develop their thinking around these areas and to develop strategies and tools to assist member libraries.

DA New Business: None