

MID-HUDSON LIBRARY SYSTEM
Marketing Advisory Committee Meeting

Date: February 23, 2015

Location: MHLS Auditorium

Committee members attending:

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

Staff Attending: Merribeth Advocate, Kerstin Cruger

Others Attending: N/A

Action Items:

1. The Committee recommends to the System Services Advisory Committee a topic for a table talk at a future DA meeting: Best practices for implementing change with your staff

Discussion Items:

1. The Committee continued its development of the project areas identified at their last meeting:
 - a. Brand Development Support
 - b. Assisting libraries in delivering their message in a clear [and consistent way]
 - c. Developing leadership skills necessary to build a library's organizational capacity, particularly with an eye towards planning and implementing marketing and PR strategies.
2. A highlight of the brand development and message delivery brainstorming portion of the meeting was the comprehension of **the need to focus on the "why" of what libraries do**, not so much on the "how" and "what." This will also shape the work of the committee, if we are clearer on what we are conveying (our reason for being or our "why") it becomes more clear how to deliver our message and this bolsters our ability to convey our value and inspire investment.
3. The Committee will focus time and energy to develop tools to help member library directors identify priorities, develop goals with their boards, build buy-in amongst trustees and staff and to right-size expectations in light of available resources. **The Committee is looking to stress the importance of strategic planning**, in all areas, but in particular, when rolling out marketing and PR initiatives.
4. The Committee will be working to develop training and tools that help library directors assess themselves and identify next steps that will have an impact on their marketing and PR goals.
5. Committee members will be gathering examples of **excellent PR pieces that will form the basis of an online gallery**. If you have seen a program flyer, library brochure, annual report to the community or library web site that you think is particularly strong please pass that on to your county representative on this committee.