

MID-HUDSON LIBRARY SYSTEM
Marketing Advisory Committee Meeting

Date: May 13, 2015

Location: Mid-Hudson Library System

Committee members attending:

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| 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

Business:

1. Barbara Flach made the motion to approve the minutes, Lorraine Rothman 2nd. Unanimously approved.

Action Items:

1. Set up a summer meeting in August
2. Committee members will continue to gather examples of effective publicity materials
3. Lorraine and Rebekkah will work to develop a list of questions for marketing professionals outside of the library industry
4. Gillian offered to have her library used as a test case for the re-branding model that is beginning take shape.
5. At county-based Director meetings, committee members will be facilitating a conversation around the following question:
 - a. What are your struggles with marketing/branding?

Discussion Items:

1. Rebranding Reports – Three committee members provided reports on case studies they developed to better understand how other libraries have gone through a rebranding process. Key takeaways:
 - a. Find the intersection of library and community values. (Ex: the Saugerties community values sports so the Saugerties Library rebranded with “recreation for the mind.”)
 - b. Critical to speak with all stakeholders through a re-branding process: staff, board and the community: focus groups, surveys, brainstorming
 - c. Market test rebranding ideas – Gillian offered to work with Rebekkah to try out some of the key things we’ve learned about re-branding this summer at her library/in her community
2. Kerstin Cruger provided a report from the workshop, Brand IDEA Framework:
 - a. How are you unique from other organizations?
 - b. What would be lost if you didn’t exist?
 - c. You must have a mission to have a brand
 - d. You must build on what you already are. (You already have a brand. What is it?)
 - e. Your brand must be strong enough to be reinterpreted (evoking an emotion)
 - f. Nonprofit Marketing Guides: <http://mission-minded.com>
3. How can the system assist in this process for smaller libraries with few employees and time?
 - a. Rebranding is a process not a crafted statement
 - b. Cannot be elaborate
 - c. Motivation: Capacity Building
 - d. The committee will continue to work on creating strategies that work for smaller libraries

May DA Table Talks: What works with your staff when you have to implement change?

- Any type of change: approach individuals privately prior to rollout to get feel and feedback
 - Staff suggested change: ask them to lead that new initiative
 - New director, many changes: prioritize – start with most important and explain why a change is needed. Be sensitive to idea that change might be perceived as criticism.
 - Public service: focus on “public service” aspect of the job; revisit in the future to see how it is working
 - Not too fast – strong communication so people know what’s going on. No one likes to feel out-of-the-loop especially at the desk in front of the public. Not too much at once
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- Create an environment/culture that is flexible and supports change
 - Explain the change and the reason for it. Explain potential advantages of the change and what to expect
 - Value or consider all ideas and suggestions regarding change. Get staff input.
 - Time the change when you can (going through major changes? Why not add more!!) “Piggyback change”
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- Getting “buy-in” from staff before putting into effect
 - Be patient. It takes time to change. Set a goal and move towards it
 - Staff meetings are necessary. Keep your staff in the conversation.
 - Build a staff that is always thinking innovatively
 - “Don’t come to me with a problem without a possible solution”
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- Staff meetings
 - Emails
 - Use another person to introduce a change – MHLS, expert
 - Notes on desk
 - Log book
 - Encourage venting to the director rather than venting to the public

- Pace our changes, don't do everything at once
 - Let them tell you what they need
 - Supply training when necessary
 - Be very clear when communicating, especially to volunteers who may be easily overwhelmed
 - Give notice for big changes – think ahead
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- Unscheduled “huddles” – director has in mind what you want to communicate
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- Work professional time into staff meeting time every other week. Professional development activities are self-directed, either in small groups or independent. Staff are bringing ideas
 - Break staff meetings into 2 groups at 2 different times?
 - Target one thing at a time. Flare? Some info at desk as reminder to patrons and staff. Putting info where patrons spend extra time
 - Speaking to each staff member individually and get one-on-one insight and feedback
 - Bring staff on board and use them to refine process
 - To implement change thoroughly explain why and then listen to feedback for refinement
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- Weeding – need staff buy-on
 - Volunteers – select ones who will stay and be dependable – court mandated?; do we want them?; refer to Friends Group
 - Part-time staff – problems: other jobs, can't always train on new technologies because not enough hours; work at their pace
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- Involve staff in decision-making process when designing changes
 - Making change based on what's best for the patrons