MID-HUDSON LIBRARY SYSTEM
Marketing Advisory Committee Meeting

Date: May 13, 2015

Location: Mid-Hudson Library System

Committee members attending:

- X Jeannie Bogino (Columbia)
- ☐ Sarah Potwin (Dutchess)
- X Lorraine Rothman (Dutchess)
- X Barbara Flach (Greene)
- ☐ Gillian Thorpe (Putnam)
- ☐ Jody Ford (Ulster)
- X Kara Lustiber (Ulster)
- X Rebekkah Smith Aldrich (MHLS)

Staff Attending: Merribeth Advocate, Kerstin Cruger

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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 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 you are 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)
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

- 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”

- 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”

- 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

• Unscheduled “huddles” – director has in mind what you want to communicate

• 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

• 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

• Involve staff is decision-making process when designing changes
• Making change based on what’s best for the patrons

Compiled on behalf of the MHLS Marketing Advisory Committee