

MID-HUDSON LIBRARY SYSTEM
Marketing Advisory Committee Meeting

Date: 11/15/2012

Location: MHLS Auditorium

Committee members attending:

- | | |
|--|---------------------------------|
| X Jeannie Bogino (Columbia) | X Gillian Thorpe (Putnam) |
| <input type="checkbox"/> Scott Jarzombek (Dutchess) | X Jody Ford (Ulster) |
| <input type="checkbox"/> Lorraine Rothman (Dutchess) [excused] | X Kara Lustiber (Ulster) |
| X Barbara Flach (Greene) | X Rebekkah Smith Aldrich (MHLS) |

Staff Attending: Eric McCarthy, Kerstin Cruger

Continued Business:

Downloadable Music Options:

- The Committee learned about Freegal, a subscription-based, downloadable music collection available for libraries, currently deployed by the Howland Public Library.
- The Committee agreed that providing downloadable music will be important for member libraries. That it could be popular with seniors who are getting new devices and possibly draw in new users who might not expect libraries to offer such a service.
- Eric shared other downloadable music delivery models out there (Spotify and RDO) that he projects would provide a healthier way to spend library dollars on downloadable music. However, it is unclear that these services have a public library model we can buy into at this time.
- The Committee agreed they would like a better understanding of the available options and more information about how well this service has been received at other libraries before making a recommendation. Jody will report back on a Freegal demo she is attending. MHLS staff will report back on research into other models and other libraries' experiences.

Mobile App – Boopsie:

- The Committee reviewed current access points for MHLS patrons through mobile devices: Airpac, Overdrive Media Console, AccessMyLibrary (Gale), QR codes, and a mobile version of the library website for libraries whose websites are managed by MHLS.
- Boopsie would pull OPAC, Overdrive, and the individual library website into a single app rather than the multiple points of entrance to member libraries services that we currently offer mobile device users.
- The Committee agreed that *ease of use for the patron* is the priority when considering our mobile service points and a consolidated option such as Boopsie is worth learning more about. However, at this point it is not clear how well it works within a consortium and how well it will work with Sierra. The integration of Overdrive and the OPAC will definitely happen eventually through Innovative/Sierra, as it is technology that is currently being worked on.
- While the committee feels that an integrated solution is essential for people who access our resources primarily through their device, it is also true that 40% of our libraries do not yet have a mobile version of their website and that Innovative's development timeline to merge OverDrive with the online catalog is murky.
- MHLS staff will continue to gather information about Boopsie and continue to emphasize the importance of mobile access for patrons through member libraries.

PR Essentials Workshop Series: Evaluations and follow-up evaluations of the three PR Essentials workshops were reviewed. Feedback was excellent. MHLS staff will repeat this basics series in 2013 as well as explore other "basic" topics.

2013 Word-of-Mouth-Marketing Program

- The Committee reminds libraries that past WOMM topics and resources are available to use at any time online at <http://midhudson.org/funding/marketing/womm.htm>
- 2013 topics will be presented quarterly:
 - Advocacy/Library Lovers Month/Value of Your Library
 - “Keep it Local” Campaign: can address local history, local authors, local food/economy movement
 - Student Success @your library to target parents and teachers/National Library Card Sign-up Month
 - OverDrive/Downloadable Content

New Business:

Reader’s Advisory Tool in Online Catalog:

- The Committee discussed the importance of celebrating the expertise of library staff in the form of reader’s advisory as part of MHLS member libraries’ brand.
- Eric demonstrated what the product Novellist could do within the online catalog to offer reviews, series listing, awards, readalikes. The Committee was very excited about what they saw.

LibraryAware:

- Barbara, Rebekkah & Kerstin reported on a webinar they attended to learn more about this product. This service helps libraries create materials to promote any program, event, or service. Over 100 customizable templates available and include color schemes, graphics, styles, fonts, and photos. LibraryAware also incorporates Twitter, Facebook, and other social networking sites and email blast software. Price tag is population based, but highly negotiable. Rebekkah will get us a free trial.

Library Votes - dealing with opposition:

- The Committee discussed recent anti-tax sentiment that has been targeted at libraries. Resistance these days often takes the form of resistance to taxes of any kind vs. specific resistance to library funds.
- The Committee agreed that it is essential for libraries to be proactive long before their vote dates to build their base of support and prepare for “Get Out the Vote” efforts. Numbers are needed to overwhelm negative letters to the editor, inaccurate Facebook posts, etc.
- Rebekkah will offer a “Vote Toolbox” workshop in 2013 and continuous assistance to help libraries build support.

Plan of Service: The Committee reviewed a list of 2012 highlights related to the Committee’s mission (10 Things online learning program, Leadership Development Series, WOMM, etc.) and measured that against the Advocacy & Awareness element of the MHLS Plan of Service. The Committee feels MHLS is headed in the right direction to fulfill the Plan of Service in this area.

Designation of 2013 Chair, Secretary, and DA Reporter

- Barbara Flach has reached the end of her term as committee chair but will continue to serve on the committee as the Greene County representative. The Committee and MHLS staff thanked Barbara for her service.
- Gillian Thorpe will act as 2013 Chair and DA Reporter
- Jeannie Bogino will continue to act as Secretary