

**MID-HUDSON LIBRARY SYSTEM**  
**Marketing Advisory Committee Meeting**

**Date:** March 20, 2014

**Location:** MHLS Auditorium

**Committee members attending:**

- |                               |  |
|-------------------------------|--|
| x Jeannie Bogino (Columbia)   | <input type="checkbox"/> Gillian Thorpe (Putnam) |
| x 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, Tom Sloan

**Others Attending:** Lauren Muffs (PPLD)

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**Action Items:**

1. Minutes from November 19<sup>th</sup>, 2013 accepted.

**Discussion Items**

- 1. Director-to-Director Device Sharing Pilot Program:** Program launched earlier this year. MHLS Staff will be reaching out to directors involved with the mobile device sharing program to ensure we can adequately evaluate the pilot program at the end of the year. M. Advocate reported that there are now over 500 devices compatible with Overdrive and that over the past year there has been a 50% increase in MHLS Overdrive use. The Committee acknowledged the need to continue to help member libraries make frontline staff feel comfortable and confident when helping patrons with devices to use OverDrive.
  - a. **Action:** MHLS Staff will promote "Top 5" train-the-trainer resources available through OverDrive; OverDrive created PR materials and the Help section in the Bulletin and on the listserv to aid directors interested in conducting in-house training for staff.
  - b. **Action:** MHLS Staff will explore the possibility of integrating the OverDrive help link onto the MHLS managed member web sites.
  - c. **Action:** Committee members agreed to help promote the Director-to-Director Device Sharing opportunity at their county meetings.
  - d. **Action:** Committee members agreed to promote a 'thank you' at our county meetings to those who have generously offered to share their devices.
- 2. Impact Survey:** M. Advocate reported that 65 out of 66 MHLS member libraries plan to run the Impact Survey in their communities. Greene and Putnam Counties have already launched the survey, the other three counties are in the publicity stage. Greene County is running the survey for 4 weeks, the other counties are starting at 2 weeks with the option to extend to 4.
  - a. **Action:** Committee agreed that MHLS staff should collect survey results from all 5 counties in order to support local, county and state level advocacy efforts.
- 3. LibraryAware Update:** K. Cruger provided an overview of recent activity related to LibraryAware. Custom webinars were offered to member libraries; in-person training was offered at multiple libraries across the System; eblasts now have an article function; and K. Cruger has produced six custom templates for MHLS member libraries that promote MHLS-specific e-products: Chiltons, TumbleBooks, Practice Tests and the workforce development products.
  - a. **Action:** Committee members and MHLS staff will work to promote the availability of the new bookmark templates available to all in LibraryAware.

4. **Book Club in a Bag:** K. Cruger reported on tasks assigned at the last meeting: 37 kits have been weeded and are being sent back to the owning libraries. There are no 150 kits available. The program and its newest titles were recently featured in the MHLS Bulletin. The Committee was asked to consider if the replacement fee of \$15 per book was reasonable. The Committee agreed that it was and directed staff to leave the amount unchanged.
  - a. **Action:** MHLS Staff will promote check in/return procedures through the Sierra Listserv
  - b. **Action:** MHLS Staff will report on program statistics at the next Committee meeting
  
5. **Non-users Survey Project:** R. Aldrich reported on activities related to this project since our last meeting, including a meeting with a consultant that specializes in creating and administering library surveys while attending the PLA Conference in Indianapolis. Committee confirmed strong interest in pursuing this project in 2014. Committee discussed implementation issues such as training curriculum for survey teams, how and where to offer training, survey administration issues, non-user identification best practices. The Committee worked on the questions to be used for the survey.
  - a. **Action:** R. Aldrich will use the Committee's input to create a new draft of questions and share that electronically, asking for feedback.
  - b. **Action:** MHLS Staff will schedule training sessions based on geography and time of day preferences of participating libraries.
  
6. **Encore Roll-Out Promotion:** E. McCarthy reported on the roll-out plan for Encore. E. McCarthy demoed Marin County's Encore interface to help Committee members understand the level of change patrons and staff will experience once we switch from WebPAC Pro to Encore. The Committee was asked for feedback on the roll-out plan and promotional materials. The Committee discussed using the pattern established by their Word-of-Mouth Marketing Experiment of 1 month to prepare staff before the 1 month of promotion to the public.
  - a. **Action:** At the Committee's suggestion, MHLS staff will look into creating a "coming soon" message for the online catalog and MHLS managed member web sites to help prepare patrons for the new product roll-out.
  - b. **Action:** At the Committee's suggestion, MHLS staff will work on a handout for frontline staff that answers questions they are likely to get from patrons.
  - c. **Action:** At the Committee's suggestion, MHLS staff will produce a screen shot flyer with talking points on the back to be used at circulation desks.
  - d. **Action:** MHLS staff will integrate the Committee's suggestions into the written action plan being prepared.
  
7. **Review of the new Pew Report, "From Distant Admirers to Library Lovers – and beyond: A typology of public library engagement in America."** R. Aldrich provided an overview of the report's findings:
  - a. 30% of Americans ages 16 and older are highly engaged with public libraries, and an additional 39% fall into medium engagement categories.
  - b. Typology of four broad levels of library engagement broken into a total of nine individual groups:
    - i. High Engagement
      1. Library Lovers
      2. Information Omnivores
    - ii. Medium Engagement
      1. Solid Center
      2. Print Traditionalists
    - iii. Low Engagement
      1. Not for Me
      2. Young and Restless
      3. Rooted and Roadblocked
    - iv. Non-engagement (have never personally used a public library)
      1. Distant Admirers
      2. Off the Grid

To read more about this report please visit <http://www.pewinternet.org/2014/03/13/library-engagement-typology/>

- 8. Library Card Brochure:** Members were asked to look at the MHLS Library card brochure and think about if it is need of an overhaul or simply a minor tweaking? It was stated that OverDrive services need to be included in the pamphlet.
- a. **Action:** Committee members will review the MHLS Library Card brochure in preparation for our next meeting.

Next Meeting: Wednesday, July 30<sup>th</sup>, 2014, 10am - 12pm in MHLS Auditorium  
Minutes recorded by Sarah Potwin.