

Agenda: MHLS Marketing & Programs Advisory Committee Meeting

Thursday, December 14th

10:00am – 1:00pm

MHLS Auditorium

Roll Call	Chair:	<i>Barbara Flach (excused)</i>
	Vice Chair	Rebekkah Smith Aldrich
	Members	Columbia County: Carol Corrigan Dutchess County: Anne Jordan & Midge Quick Greene County: <i>Barbara Flach (excused)</i> Putnam County: <i>Maria Steinberg (excused)</i> Ulster County: Kara Lustiber & Jody Ford
	MHLS Staff	<i>Margaret Keefe (excused)</i> , Merribeth Advocate

- Approval of Minutes: approve by M. Quick, seconded by A. Jordan.
- Action items were reviewed

Continued Business

- Book Club in a Bag Report:
 - 24 libraries created 47 bags
 - 100% of bags have been requested; 112 total requests (83 for patrons, 29 for use in-library)
 - In 2006, 32 libraries had patrons who used the service (11 were libraries who did not provide bags to the program)
 - As part of Building your Base LSTA Invitational project, MHLS staff will incorporate this material type into the suggested resources for target groups
 - Printable list of titles will be formatted
 - Committee will re-evaluate the program in April, and new titles will be requested at that time
- Kids OPAC Subcommittee Report:
 - Subcommittee suggested target of preschool to age 10; usable by this age group on their own; limiting the materials to just juvenile materials. Suggested adding jumping-off pages of Kids and Teens links.
 - Committee tasks subcommittee to:
 - Focus on the kids OPAC
 - A second sub-committee should be convened, with Margaret Keefe at the head, to draft desirable “jumping-off” pages.
 - To create a tiered timeline plan that would begin with the out-of-the-box new Millennium Kid’s Catalog, and include:
 - Phase 1: mission critical items that need to be done before the new catalog could go live
 - Phase 2: additional steps to improve the OPAC appearance (including a pared down list of subject headings, identifying graphics that need to be changed, gathering feedback from users, other issues)
 - Phase 3: Addition of jumping-off pages
 - Committee suggested that the subcommittee meet in January and February, with L. Shedrick attending for her input on the realistic possibilities for OPAC

configuration. Committee would like a report from this subcommittee at their March 2007 meeting.

- Committee suggested that M. Keefe meet with D. Begley prior to the subcommittee meeting about the realistic possibilities for changing graphics.

New Business

- SUNY Albany Intern Project: Targeted Marketing Experiment
 - This was a successful piloting of the concepts learned from non-user focus groups to model targeted programming techniques.
 - The groups contacted helped create the programs, put on the programs and provide the user base.
 - Marketing included all programs in the various locations, which built the attendance at the subsequent sessions.
- 1-year Invitational LSTA Project: Building Your Base/targeted marketing [Kirstin Litwin]
 - 50 out of 66 member libraries now have their budget voted on.
 - Non users are surprised to see the good things offered by libraries, and when they know about it are interested in supporting it
 - Target libraries are going for a vote or expressed a need for support in this area.
 - Committee felt this proposal was moving in the right direction for using the grant opportunity to help the member libraries become financially stronger
- Quick Response Team (QRT)
 - The committee reviewed the QRT proposal submitted by Phyllis Keaton.
 - The committee felt that using a system-wide response team could complicate local situations. Therefore they made the following recommendations to be included in a "Quick Response Strategies" section of the Getting to Yes Project toolkit:
 - Boards should spend time strategizing about communications in general, and specifically, for campaigns (i.e. FAQs, trained board members, friends)
 - Mobilize Friends Groups as part of a pre-campaign strategy
 - Mobilize community leaders to respond to negativity before a campaign
 - Call Josh when clarification of factual information is needed
- Plan of Service
 - The committee was alerted to the primary focus in the 2007 - 2011 Plan of Service to create a coordinated marketing strategy system wide.

Other

- MHLS will conduct a full PR Audit of all MHLS-produced print items in early 2007.
- Committee thanked Rebekkah Smith Aldrich & Kerstin Cruger for implementing the Book Club in a Bag Program this year.

Report to DA:

1. Included in this packet is a copy of the useful Millennium Toolkit
2. Book Club in a Bag Report
 - To form the collection, 24 libraries created 47 kits

- 100% of kits have been requested; 112 total requests (83 for patrons, 29 for use in-library)
- So far patrons from 32 MHLs libraries have used this service
- More information at <http://midhudson.org/program/BCB/staff.htm>
- 3. Kids OPAC Subcommittee Report:
 - The Kids OPAC Subcommittee was formed to develop a targeted marketing strategy tied to the opportunity of a new Kid's OPAC interface.
 - Subcommittee suggested target of preschool to age 10; usable by this age group on their own; limiting the materials to just juvenile materials. Suggested adding jumping-off pages of Kids and Teens links.
 - Committee tasks subcommittee to:
 - Focus on the kids OPAC
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 - Committee suggested that the subcommittee meet in January and February, with L. Shedrick attending for her input on the realistic possibilities for OPAC configuration. Committee would like a report from this subcommittee at their March 2007 meeting.

Action Items:

- BCB
 - BCB pilot statistics will be shared at the next DA meeting.
 - A "Need Ideas?" link will be added to the BCB staff support page to help libraries create new BCB kits.
 - L. Shedrick will investigate the re-ordering of the material type drop down menu
 - More bags will be ordered.
- Millennium Toolbox will be included in the next DA packet.
- Kids' OPAC
 - M. Keefe will meet with Deb Begley to discuss the graphics on the new Kid's OPAC prior to the next Kid's OPAC subcommittee meeting.
 - M. Keefe will convene meetings of the Kids OPAC subcommittee in January and February.
 - M. Keefe will convene a second subcommittee to discuss the possibilities for Kids and Teens "jumping off" pages (i.e. Westerville)

Next Meeting: March 2007