

## MHLS Marketing & Programs Advisory Committee Meeting

Tuesday, March 20

10:00am – 1:00pm

MHLS Auditorium

Attending: Carol Corrigan, Anne Jordan, Midge Quick, Barbara Flach, Rebekkah Smith Aldrich, Margaret Keefe, Merribeth Advocate, Laurie Shedrick, Deb Begley, Jody Ford.

Minutes from 12/14/07 meeting approved by M. Quick, seconded by A. Jordan. Action items were reviewed.

### Kids OPAC Subcommittee Report

- Committee previewed the draft of the new Kids OPAC <http://gigcat.midhudson.org:2090/>, developed by the Kids OPAC subcommittee.
- Committee approved of draft.
  - Committee agreed that the subcommittee met the predetermined goals of:
    - Targeting preschool to age 10; usable by this age group on their own; limiting the materials to just juvenile materials; training for kids to use the general OPAC
    - Improvement of the ill out-of-the-box Kids OPAC appearance including a pared down list of subject headings, identifying graphics that need to be changed, gathering feedback from users
  - Noted nice, clear look to overall appearance and graphics. Committee specifically acknowledged and appreciated the work done by the subcommittee and all MHLS staff involved: Laurie, Deb, and Margaret. (“Fabulous.” “Awestruck.”)
- Committee addressed the Resource Sharing Advisory Committee suggestions and accepted the following alterations to the draft:
  - D. Begley will incorporate words in the graphics on the homepage
  - New navigation buttons have been designed so that the word ‘Catalog’ is not hyphenated
  - Teen Zone button eliminated, Kids Zone button renamed **Kid Picks**, and all links will go back to the catalog. Award winners will be included here.
- Marketing:
  - This will be a marketing tool to get kids interested in the library. Item listing should be similar to Main Catalog to simplify cross-over between catalogs for parents and kids.
  - Suggested poster to hang by computer, rack card targeted at parents, press release tied to the beginning of school, members to demo at school open house or PTA meeting.
- Design will be presented at April DA meeting, with September targeted for launch. Change schedule will be the same as Main OPAC (at six month intervals), suggestions for changes would be made to this committee

### Portal Pages for Kids & Teens

- Subcommittee will work on Kids Zone and Teen Zone portal pages – jump off pages with appropriate links, access to Home**ACCESS** and Lifelines. These will be automatically included on the MHLS managed member web pages and available to other member libraries to link to.

- Drafts will be previewed at June meeting of this committee.

### **HomeACCESS brochure & Rack cards**

- Home**ACCESS** brochure: Committee reviewed and approved of draft of new design with minor alteration to the title to be completed by D. Begley. Back panel has a blank area for libraries to personalize with a rubber stamp or label. Committee agreed that this be printed outside in color. To be shown at the next DA meeting after new wording is approved by committee.
- Rack cards: Committee reviewed and approved draft of rack-card templates designed as follow-up to MHLS PR audit. These bookmarks will publicize the databases contained within HomeACCESS. Back of rack-cards can be used for additionally targeted questions.
  - Chiltons bookmark title should be changed to emphasize: Auto Repair

### **“About” MHLS page:** <http://midhudson.org/rebekkah/about.htm>

- Committee approved of draft and agreed to bring up the new page that will be linked on all MHLS-managed web sites.

### **New Business**

- MHLS Library Programming Resources Page: <http://midhudson.org/program/main.php>
  - Committee approved of draft and agreed to bring up the new pages.
- Getting to Yes Toolkit: <http://midhudson.org/GTY/toolkit/main.htm>
  - Committee previewed the GTY Toolkit.

**Next Meeting:** Wednesday, June 20 from 10:00am - 1:00pm, MHLS Auditorium

### **Action Items:**

#### *Book Club in a Bag Program:*

- R. Aldrich will update the Book Club in a Bag Title list online and for the print version.

#### *Kids OPAC:*

- MHLS Staff will make the following changes to the Kids OPAC draft prior to the April DA meeting:
  - D. Begley will incorporate words in the graphics on the homepage
  - Teen Zone button will be eliminated, Kids Zone button renamed *Kid Picks*, and all links will go back to the catalog. Award winners will be included here.
- D. Begley will develop a promotional poster to be used with the roll-out of the Kids OPAC in September.
- Kids OPAC Subcommittee will transition to be the Kids & Teens Portal Subcommittee and develop drafts of the portal pages for the committee to review at their June 20 meeting.

#### *HomeACCESS Brochure & Rack Cards:*

- D. Begley will edit the title of the Home**ACCESS** brochure for committee review prior the April 2 DA meeting.

- D. Begley will edit the Chiltons bookmark to emphasize Auto Repair.

### Report to the DA (April 2007):

- **Kids OPAC:** Committee approved the draft of the new Kids OPAC [<http://gigcat.midhudson.org:2090/>], developed by the Kids OPAC subcommittee.
  - The design met the M&P Committee's criteria:
    - Target age: preschool to age 10
    - Useable by the target age on their own
    - Training for kids to graduate to using the general OPAC
  - The Committee reviewed and addressed the Resource Sharing Committee recommendations:
    - The word "catalog" in the top logo buttons is no longer hyphenated.
    - MHLS staff is developing the front page graphics to incorporate the category name
    - The Teen Zone button has been removed.
    - The Kids Zone button will be changed to "Kid Picks," under which a user will find lists of items that link back into the OPAC.
  - The committee is recommending a launch date of September 2007 to coincide with back-to-school publicity.
  - The committee is recommending a revision schedule for the Kids OPAC that mirrors the main OPAC: six month intervals, suggestions for changes would be made to this committee
  - The Committee thanks the members of the Kids OPAC Subcommittee: Midge Quick (NorthEast-Millerton), Barbara Flach (Greenville), Regina Johnson (Phoenicia), Beth Zambito (PPLD), Margaret Keefe (MHLS), Laurie Shedrick (MHLS) and Deb Begley (MHLS).
- Home**ACCESS** Brochure & "Rack-cards": The Committee approved the design of a new HomeACCESS brochure, to be printed by an outside printer in color, and "rack-cards" (i.e. bookmarks) to publicize individual databases within Home**ACCESS**. These will all be presented at the DA meeting.
- The Committee approved the text of a page that can be used on member library web sites to explain the relationship between MHLS and local libraries: <http://midhudson.org/about.htm>
- The Committee approved the redesign of the Library Programming page on the MHLS web site: <http://midhudson.org/program/main.php>

*Submitted by Merribeth Advocate & Rebekkah Smith Aldrich, 3.21.07*