

Minutes from the MHLS Marketing & Programs Advisory Committee Meeting

Thursday, January 17th

10:00am – 1:00pm

MHLS Conference Room

Attendance: Jeanne Buck, Sue Critchell, Barbara Flach, Anne Jordan, Midge Quick, Laurie Shedrick, Kirstin Litwin, Margaret Keefe, Rebekkah Smith Aldrich

- Committee Housekeeping
 - Introduced Sue Critchell as new member
 - Copy of committee responsibilities sent to each member
- Approval of Minutes
 - Anne Jordan, 1st; Midge, 2nd; minutes approved
- Review of Action Items
 - Outreach to Spanish-speaking community:
 - Committee reviewed new bi-lingual bookmark promoting libraries to Spanish-speakers
 - Libraries may use new button which allows Spanish search (Recursos en Espanol)
 - [ACTION] Committee asked staff to find out how much Spanish translation module for the OPAC would cost.
 - Added material formats to new Kids' Pick page: Magazines, Videos, Music - Audio coming soon
 - MHLS has applied for Be Innovative award from Innovative Interfaces Inc. for the Kids OPAC & Kid Picks
 - Bookmark for *Quick Answers* reviewed by committee

Continued Business

- HOMEACCESS database bookmarks
 - Four new bookmarks on the way: TumbleBooks, Rosetta Stone, Practice Tests, Non-Fiction Connection
 - Existing bookmarks need to be redone to follow new WAM authentication process
 - Committee agreed to design new ones with 3 different questions per packet per database
 - [ACTION] Committee will review and suggest “teaser questions” for the bookmarks in the next few weeks.
 - Patrons are taking bookmarks at libraries; better way for them to remember to use databases at home
 - [ACTION] R. Smith Aldrich will announce new bookmarks and need to discard old bookmarks (dated 5/07) through the Bulletin and listservs
- Kids OPAC & Portal pages
 - M. Keefe reported back from the Kids' Website sub-committee. The sub-committee will meet again in February.
- Building Your Base Grant Project Report (Kirstin Litwin)
 - K. Litwin reported on project findings and resources created as a result. The goal of the project is to create a marketing strategy that can be applied to any library's community using targeted marketing.
 - Key findings include:
 - To make this work libraries need to invest in “face time” with a group – i.e. ask people what they want, don't assume.
 - Get to know a little about the group.
 - Talk about library services in their language – the language of the target group.
 - Work toward building relationships.
 - Think beyond just programs. It may not be a program they want, perhaps you could help them get new members for their club, give recognition for the work they do in the community (ex-firefighters, police officers), or promote an activity for them.
 - Think of some new and different things to entice new and different people to your library. Example – Texas Hold em' class, car detailing, belly dancing class etc.
 - The current project will wrap up in early Spring and result in a new toolkit to help libraries target groups in their community.
 - A new LSTA grant is being written to build on the findings of the Building Your Base project and to help libraries assess their “community connectedness.”

New Business

- MHLs Newsletter service
 - MHLs will offer quarterly newsletter service that libraries can opt into. The newsletter will be partially customizable, partially generic and cost \$300/year. Printing & distribution are library's responsibility.
 - Content from MHLs would cover system-wide service, library trends, search tips, etc.
 - Service begun mainly for libraries who aren't doing a newsletter at all.
 - Committee approved launch of first edition in March/April 2008
 - [ACTION] MHLs staff will send out an Action Memo announcing the service
- Main OPAC
 - Committee discussed options to improve the bottom half of the front page of the Main OPAC.
 - Committee agreed that the public doesn't use many of the links down there, but staff may so that a staff interface should be created to retain searches like ISBN and call number.
 - Looked at samples from other libraries
 - Discussed linking to HOME**ACCESS** from the OPAC to help promote databases to the public
 - [ACTION] Staff will create templates of possible layouts to present at next meeting
- HOME**ACCESS** Redesign
 - Usage statistics on new databases were distributed
 - WAM Implementation
 - New WAM authentication was explained; libraries will now get local statistics on database usage and can now promote individual databases directly; standardized buttons for databases were shown to the committee
 - WAM authentication page has been designed to be flexible enough for libraries to use with county-specific databases. Error page will be upgraded to work in that situation as well.
 - HOME**ACCESS** Page:
 - Committee reviewed and accepted a draft of a new, streamlined HOME**ACCESS** page. They felt the new site was cleaner and easier to use.
 - Committee discussed the idea to create individual HOME**ACCESS** pages for each county so county-specific resources can be included, making things easier for patrons.
 - Should HOME**ACCESS** still be called HOME**ACCESS**?
 - Committee reviewed opportunity piggyback on new name for NOVELny and rejected that idea.
 - Committee discussed using the term "HOME**ACCESS**" to encompass all online library resources – databases, OPAC, Quick Answers.
 - The thought is that it would make more sense to patrons that HOME**ACCESS** would mean "access the library at home" rather than just accessing the databases.
 - [ACTION] MHLs staff will work on what this construct would look like online and how to promote it.
- What to call holds for patrons?
 - The Resource Sharing Committee referred this issue to Marketing & Program Committee for a recommendation to get more consistency in the OPAC and for print PR (Currently called *Request-a-Title* in the main OPAC; *Get it* in the kids OPAC; *holds* by staff)
 - Ideas suggested: Hold, Request, Reserve, Order, Ask for It, Request-a-Title
 - Committee recommendation:
 - Change green Request –a-Title button in OPAC to "Request It"
 - Leave Kids' Catalog button as "Get It"
 - Use "Request-a-Title" in print PR and on the front of the OPAC
- Kids Expo (Anne Jordan)
 - Anne reported that the Dutchess Directors are concerned over the lack of widespread involvement of area libraries in the Kids Expo event, held in Poughkeepsie and attended by thousands of area kids.
 - Dutchess Directors are proposing that MHLs coordinate the library presence at Kids Expo: purchase generic banner, provide new books for giveaways, print up handouts, coordinate staffing at booth, possible author signings
 - [ACTION] MHLs staff will meet with Dutchess youth services staff to try and find ways to facilitate more area library participation
 - [ACTION] MHLs will purchase a generic banner (suggested wording: Libraries Love Kids), gather free books from publishers giveaways for the event
- Local Authors Listing (Faith)

- Faith not present; tabled to next meeting

Other

- Standardized web buttons and graphics
 - Committee was shown page on MHLS web site of standardized buttons and graphics used for shared online products on MHLS-managed web pages.
 - Committee recommends that libraries that manage their own web sites also use these graphics to create consistency throughout System
 - For example: WIFI spots button available so libraries can put one on website, could be made into a decal for all to use in building

2008 Meeting Schedule:

All meetings are from 10:00am – 1:00pm in the MHLS Auditorium.

- Friday, March 14th (snow date: 3.21)
- Wednesday, June 4th
- Monday, September 22nd
- Thursday, December 11th (snow date: 12.12)

Action Item Summary:

- L. Shedrick will investigate the cost of the Spanish translation module for the OPAC.
- Committee will review and suggest “teaser questions” for the database bookmarks in the next few weeks.
- R. Smith Aldrich will announce new database bookmarks and need to discard old bookmarks (dated 5.07 and 9.07) through the Bulletin and listservs
- MHLS staff will send out an Action Memo announcing the new Newsletter Service.
- Staff will create templates of possible layouts of the bottom half of the main OPAC to present at next committee meeting.
- MHLS staff will work on creating a “Your Library Online” / “Your Library 24/7” interface that would combine all web-based products offered to patrons through library’s web site (OPAC, HOME**ACCESS**, Quick Answers, etc.) This will replace current usage of the brand “HOME**ACCESS**,” which only includes databases.
- MHLS staff will meet with Dutchess County youth services staff to try and find ways to facilitate more area library participation in Kids Expo.
- MHLS will purchase a generic banner (suggested wording: Libraries Love Kids; Libraries + Kids = ☺), gather free books from publishers giveaways for Kids Expo
- MHLS staff will investigate having decals made out of the WiFi spot button used on member web pages.

Marketing & Program Advisory Committee

Report to DA for February 2008:

- Committee reviewed plans for the **new Newsletter Service from the System**. An action memo will be sent to each library to explain the service and for libraries to indicate their interest.
- **Bookmark Update**
 - New bilingual bookmark to advertise libraries to Spanish-speaking community approved.
 - Bookmark to publicize Quick Answers web site approved [<http://midhudson.org/answers/>].
 - Updates to existing database bookmarks are coming soon. They will have corrected steps to reach databases since the implementation of WAM.
 - New database bookmarks on their way: Non-fiction Connection, Rosetta Stone, TumbleBooks & Practice Tests
- **Building Your Base Project Update**
 - Project Coordinator Kirstin Litwin provided a report on the findings of the Building Your Base Project and shared resources developed during the course of the project so far. Kirstin has been particularly focusing on Firemen and has done extensive research on and resource development for this group that members can apply locally. For more info: <http://midhudson.org/byb/main.htm>
 - Kirstin shared some tips she's developed so far with the Committee:
 - To make this work libraries need to invest in "face time" with a group – i.e. ask people what they want, don't assume.
 - Get to know a little about the group.
 - Talk about library services in their language – the language of the target group.
 - Work toward building relationships.
 - Think beyond just programs. It may not be a program they want, perhaps you could help them get new members for their club, give recognition for the work they do in the community (ex-firefighters, police officers), or promote an activity for them.
 - Think of some new and different things to entice new and different people to your library. Example – Texas Hold em' class, car detailing, belly dancing class etc.
 - Kirstin will be working on a final product, a web toolkit this spring and is working on a new grant application for next year to continue the work of creating a marketing strategy for member libraries using targeted marketing.
- **OPAC Redesign:**
 - The committee discussed redesigning the lower half of the front page of the main OPAC. MHLS staff will work on possible replacement options and present them at the next M&P meeting in March.
 - *All counties should submit input for the redesign to the Committee before their March 14th meeting.*
 - The Committee is looking at the possibility of linking to **HOMEACCESS** databases from the redesigned OPAC to increase patron awareness and use of the products.
 - Request-a-Title: To create consistency between the main OPAC and Kids OPAC the Committee recommends:
 - Change green Request –a-Title button in OPAC to "Request It"
 - Leave Kids' Catalog button as "Get It"
 - Use "Request-a-Title" in print PR and on the front of the OPAC
- **To be HOMEACCESS or not to be.**
 - The committee had been tasked with evaluating the use of the brand "**HOMEACCESS**." As a result, the committee decided the problem is not necessary the specific term "**HOMEACCESS**" but what is contained within **HOMEACCESS**.
 - They have asked MHLS staff to look into taking the "**HOMEACCESS**" brand to a "new level" by incorporating all web-based library products under the brand (or a similarly named brand) and creating a "Your Library Online" / "Your 24/7 Library" interface that would combine the OPAC, databases and Quick Answers under one umbrella.
 - The feeling is that this is what people expect when they hear "**HOMEACCESS**" and that we're confusing the patron by not presenting it all as one package. MHLS staff will explore how this might look and how to promote it. Ideas will be presented at the next M&P meeting in March.
- **Kids Expo**
 - At the request of the Dutchess Co. Directors the Committee discussed how to improve the library presence at this event. MHLS will purchase a generic banner. MHLS staff will meet with D.C. Youth Services staff to help schedule coverage and coordinate fundraising for the event.