

## Urban Library Administrators Consortium Minutes

Friday, February 24, 2017

### Bedford Public Library

Present: Steve Butzel (Portsmouth), Charlie Matthews (Hudson), Brian Sylvester (Rochester), Randy Brough (Laconia), Todd Fabian (Concord), Mary Ann Senatroy (Bedford), Denise Van Zanten (Manchester), Yvette Couser (Merrimack).

1. ULAC President Charlie Matthews called the meeting to order at 10:00 a.m.
2. Approval of the January 27, 2017 meeting minutes.
3. Treasurer's report- balance: \$2618.38 (December statement).
4. Association Reports
  - a) NHSL - Michael York not present. It was noted that there are many events to celebrate the 300<sup>th</sup> Anniversary of the NH State Library. Randy Brough said that the Governor has put money in the budget for replacement of the Union Catalog, (\$487,000).
  - b) NHAIS- no report.
  - c) NHLA – The Spring Conference will be held in Portsmouth, NH, on May 4-5, 2017. Todd reported that the board approved the New Hampshire School Library Media (NHSMLA) members being able to attend part of the conference for a reduced rate.

**Motion by Randy to approve spending \$100 for a gift basket from ULAC for the NHLA Spring Conference. Seconded by Steve Butzel. Motion approved.**

Todd agreed to put the basket together.

- d) NELA – Denise reported that the Fall Conference will be held in Burlington, Vermont, October 22-24, 2017. The nominating committee is looking for a treasurer as Denise's term will be up. President, Mary Danko, is working on programs for a Diversity Summit.
- e) ALA/PLA – ALA in Chicago June 22-27, 2017. Randy and Todd are planning on attending.

**5. Topic: Targeted Marketing and Marketing Trends**

Discussion of marketing shared by members:

- The Concord Public Library has an Adult Outreach Coordinator who is working on their social media and tracking the metrics. They will be participating in a program at NHLA Conference on social media. They are planning to start having online registrations for programs. They are planning to have a new ILS this summer.
- Bedford has created a new brochure, "Reference Guide to Services", to give to patrons when they sign up for library cards. The Library Foundation donated the cost which was about \$900 for 500 copies. Bedford had a graphic designer make a new logo along with their new website so all materials will look consistent. Mary Ann noted that the new geothermal system at the Bedford Library was recognized in the February 1, 2017 issue of Library Journal, "Keeping Up

Budgets & Funding”, under the heading, “The Art of the Ask” page 4:

<http://lj.libraryjournal.com/2017/02/budgets-funding/keeping-up-budgets-funding/>

- Merrimack has a membership to STAR12 which is an online training site for business skills. They have a blog and Yvette encourages the staff to write about what they know to keep it interesting. They are partnering with Meals on Wheels and they participate in the 4<sup>th</sup> of July Parade with a blue convertible and the Board marches also. They use a reader board outside the library to publicize events. When they did their phone survey they found that most people preferred to be contacted by email and they use Constant Contact. They send out a newsletter. The Library Board of Trustees write articles as summaries of meetings. They have new T-shirts for volunteers and the Teen group.
- Laconia has a new staff person and publicity is part of their job. They have a social media and marketing policy. Staff members are assigned a day of the week to post on Facebook which helps them keep their page current. The local paper publishes library events regularly for them. For major programs, Randy purchases paid ads and finds them to be very effective. For about \$60 per ¼ page ad the paper does a great job. He sends it in about a week in advance and he buys 2-3 per month. Attendance at programs has been great. Laconia has a lot of give-away items such as: pens, calendar magnets and a very popular rubber/silicone bookmark with the library name on it. They also get out into the community as much as possible to the farmer’s markets, hospital and schools.
- In Manchester, Denise has hired a Head of Outreach Services. They have a quarterly newsletter. She and the Deputy Director try to say yes to all invitations to groups in Manchester to keep the library connected to the community and the name out there. They use a blog to highlight the collection and services and recently, posted updates to their renovation project. They tie all of the outlets together; Facebook, Twitter and blog posts. Reference staff are assigned to posting on the blog. They have good connections with the local media outlets like, WMUR and Union Leader and the library stories are covered (example: recent story about uncovering their marble floor). They have a partnership with Barnes and Noble. They are participating in the ALA “Libraries Transform” Campaign.
- Rochester Library does not have a marketing staff person, however, the city has hired a public relations firm to help all departments with marketing. The library is offering a lot of digital content and asked about how others are advertising for their digital services. Rochester has hoopla, InstantFlix with public performance rights, Freegal, Mango, Overdrive and more.
- Portsmouth has a monthly calendar that is basic but people love it. They publicize hoopla, Lynda.com and the New York Times on app cards (Avery business cards). The Parrott is a quarterly zine produced by the library staff available online and in print. They take part in forums and networking groups, the Chamber of Commerce and Seacoast YMCA Leadership Forum. They have lamppost banners outside the library that they will change quarterly. They have a Community Relations and Programming Librarian who works on getting publicity out and has a library page to help with distributing posters around town. They have a very successful Foreign Affairs Discussion Program through the World Affairs Council and are considering a teen discussion group. They collaborate with the high school and have a teen advisory board. The City of Portsmouth is creating a new website and the library will be able to update their own section. They invite groups to have informational forums at the library. They are in touch with the lead reporters of the local papers and the Seacoast Media Group.
- Hudson has a marketing plan that was done in 2015 that Charlie will email to the group. They had a marketing student from Rivier College help them with marketing. They use a calendar whiteboard to keep up to date with who is doing social media postings and publicity. They have

a redesigned logo that is a representation of a physical feature of the library and a logo for each department. The tagline is “inspiring ideas”. DCU sponsors a concert series at the library as a signature event. It is an outdoor concert series in July and August.

6. Information Exchange

7. Old Business- URBANS contributions to NHLA’s Spring Conference

We will have five programs at the conference:

- Lobbyist, Bob Dunn
- Facilities Management Panel with Denise, Mary Ann and Sean Fleming (Lebanon)
- Directors’ Roundtable
- Library as Passport Acceptance Facility, Cathy Beaudoin, Dover PL
- Social Media Marketing, Concord Pubic Library staff

8. New Business- no new business

9. Adjournment

Charlie Matthews made a motion to adjourn at 11:25 a.m., Randy Brough seconded.

**NEXT MEETING:** March 24, 2017 at Manchester City Library

**TOPIC:** Staff Reviews and Development