

Welcome to the 1st Library Marketing and Communications Conference

Making New Amigos



November 3-4, 2015 Dallas, TX



Table of Contents

Welcome	3
Meet the Planning Committee	4
Contact Information	4
Hotel Information & Map	5
Conference at a Glance	6-7
Session Descriptions & Speaker Bios	
Tuesday, November 3	8
Wednesday, November 4	15

Thank You to our Sponsors!

Thanks to **Amigos Library Services** for making this entire event possible, and for giving us e-cloths for everyone.

www.amigos.org

Thanks to **OrangeBoy, Inc.** for contributing customized bags for everyone.

www.orangeboyinc.com

Thanks to **LibraryAware** for making mousepads for everyone.

www.libraryaware.com

Thanks to the **South Carolina State Library** for sending pens for everyone.

www.statelibrary.sc.gov

Thanks to **Marketing Library Services** for donating newsletters for everyone.

www.marketinglibraryservices.com

Welcome to LMCC 2015!

I'm a professional communicator—some might even say a communication junkie—yet I'm having trouble finding the words to express how thrilled I am about chairing this first Library Marketing and Communications Conference. I've dreamed of doing this for years. I think the best way I can describe my feelings is “beyond ecstatic.”

Of course, fulfilling dreams demands hard work from lots of great people and partners. LMCC 2015 is happening because 13 other library people who are passionate about marketing volunteered to join me on this exciting, exhausting journey. Please note their names on page 4 and say Hello to them while you're here. We all owe them a debt of gratitude for sharing their time, skills, ideas, and determination. Thank you, LMCC Planning Committee! You rock!



However, all of our energy and drive still could not have produced this event (in a mere 6 months!) had it not been for the amazing organization called Amigos Library Services. We are forever indebted to them. Amigos took a chance on us—a disparate group of people from across North America who had a vision, but no formal organization behind them. We needed an established group that could provide a registration system and financial support, and our “new amigos” stepped in and performed brilliantly. Special thanks to Keith, Megan, and Tony, who worked with us directly; to Bonnie, for approving and supporting our crazy notions; and to the rest of their staff for their unsung work. If your library needs a service organization for any extra tasks, I highly recommend this hard-working, efficient group.

Finally, thanks to all of YOU! When we began planning in earnest in June, we weren't sure how many responses we'd have to our call for proposals—but we got 101 in just 2 weeks! We really weren't sure if we could get enough attendees to even hold the event. We needed at least 35 to be viable—and we got more than 250! All of us planners have been, chronologically, nervous, surprised, and blown away. We're incredibly grateful for your interest, support, and attendance. Your response has proven the need and desire for a specialized conference like this, so we're already planning on making LMCC bigger and better in 2016!

Here's what's in store for you at LMCC 2015:

- After other conferences, people often say that the “hallway discussions” and the people they meet outside the sessions were at least as valuable as the presentations themselves. So we've built in extra networking time and opportunities, especially over meals.
- We've assembled a program that addresses many of the myriad concerns of MarCom workers in public, academic, and special libraries. We've got everything from millage campaigns to academic events to graphic design.

I hope you like and benefit from what our team has put together. Please let us know how we're doing by filling out our end-of-conference survey and by communicating with the LMC Group on social media. We'd love for this to be only the first of many great MarCom events.

Enjoy the conference while Making New Amigos!

~Kathy Dempsey, Conference Chair

Meet the Conference Planning Committee

Kathy Dempsey (Conference Chair)

Founder, Libraries Are Essential
Editor, *Marketing Library Services*
Medford, NJ
Kathy@LibrariesAreEssential.com

Gabrielle Annala

Reference/Instruction Librarian
Loyola University Chicago
Chicago, IL
gannala@luc.edu

Joan Barnes

Community Engagement Librarian
University of Nebraska-Lincoln
Lincoln, NE
jbarnes3@unl.edu

Jodie Borgerding

Instruction & Liaison Services Librarian
Webster University
St. Louis, MO
jborgerding80@webster.edu

Jennifer Burke

President, IntelliCraft Research
Quakertown, PA
jburke@intellcraftresearch.com

Rebecca Jones

Library Public Relations and Event Coordinator
University of Wisconsin-Whitewater
Whitewater, WI
jonesrl@uww.edu

Robin Klaene

Public Relations & Development Director
Kenton County Public Library
Ft. Mitchell, KY
Robin.Klaene@kentonlibrary.org

Heidi Nagel

Manager of Communications & Programming
Kent District Library
Comstock Park, MI
hnagel@kdl.org

Chris Olson

Principal, Chris Olson & Associates
Grasonville, MD
chris@chrisolson.com

Mark Aaron Polger

Assistant Professor & First Year Experience Librarian
College of Staten Island, City University of New York
New York, NY
MarkAaron.Polger@csi.cuny.edu

Michelle Rempel

Marketing & Communications Manager
Grande Prairie Public Library
Grande Prairie, Alberta, Canada
mrempe1@gppl.ab.ca

Curtis Rogers

Communications Director
South Carolina State Library
Columbia, SC
crogers@statelibrary.sc.gov

Rita Spisak

Librarian, Instruction/Outreach
Kennesaw State University
Kennesaw, GA
rspisak@kennesaw.edu

Laura Tomcik

Assistant Professor, Wheaton College
Wheaton, IL
laura.tomcik@wheaton.edu

Connect with Us

Get social! Share your photos and experiences with us, **#LMCC15**.

 LibMarComConf@gmail.com

 Facebook.com/LMCCConference

 Twitter.com/LibMarComConf

Conference Hotel

Crowne Plaza Dallas Near Galleria–Addison

14315 Midway Road

Addison, Texas, 75001

1-972-980-8877

reservations@cpaddison.com

<http://www.ihg.com/crowneplaza/hotels/us/en/addison/dalad/hoteldetail>



How do I get there?

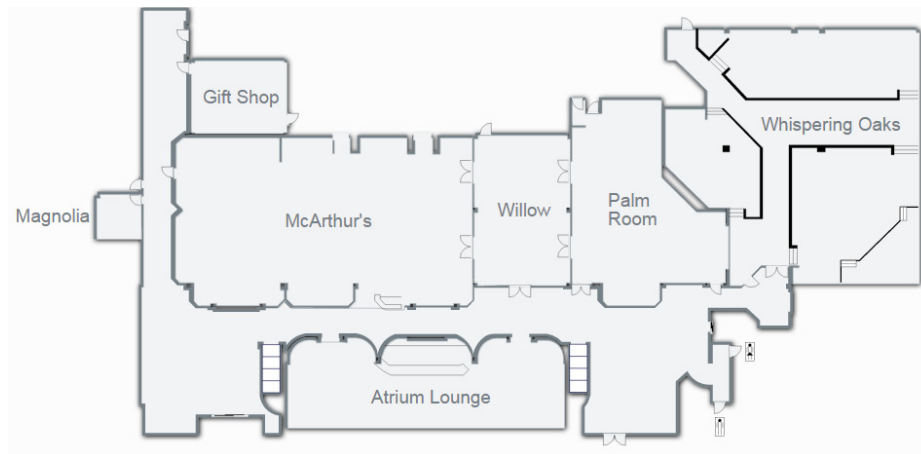
Shuttles are available from Dallas Fort Worth and Love Field airports.

To reserve your place and set up pickup/drop off times, please visit:

<http://yellowcheckershuttle.hudsonltd.net/res?USERIDENTRY=H119124&LOGON=GO>

A discount is available through this link.

First Floor



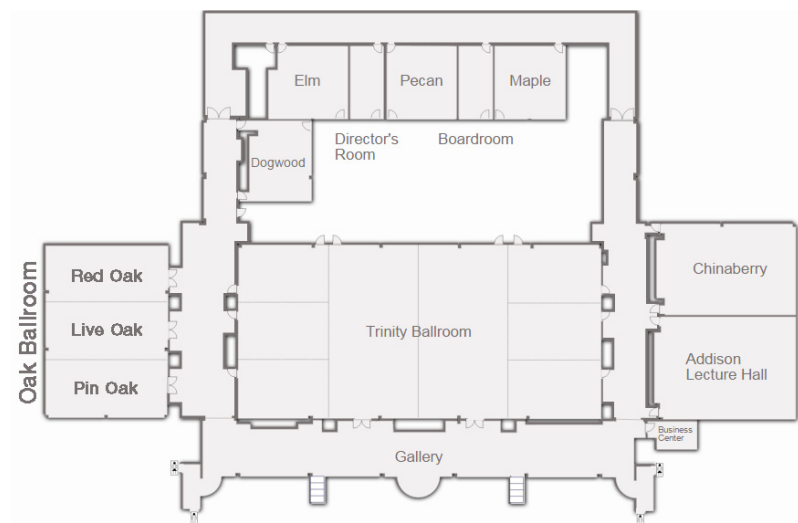
Second Floor

Keynotes will be held in the full Oak Ballroom.

Afterward, it will be split into 3 rooms for our sessions.

Our 4th breakout room will be Dogwood, just down the hall.

All beverage breaks will be set up in the hall outside of the Oak rooms.



Tuesday, November 3, 2015

8:00 am - 9:00 am

Registration

9:00 am - 10:15 am

Oak Ballroom

Keynote: Face2Face With David Lee King: Social Media for Customer Connections

10:15 am - 10:45 am

Beverage & Networking Break

TRACK 1

Marketing Planning & Strategies

Red Oak Room

10:45 am - 11:45 am

Successful Library Marketing Starts With Asking the Right Questions

TRACK 2

Communications Campaigns

Dogwood Room

10:45 am - 11:45 am

The Dean's Fist vs. the Purple Kangaroo: Communications Planning in a DIY Marketing Environment

TRACK 3

Collaborations & Partnerships

Live Oak Room

10:45 am - 11:45 am

Using Relationship Marketing to Develop a Successful First-Year Library Workshop Program

TRACK 4

Design & Technology

Pin Oak Room

10:45 am - 11:45 am

Telling Your Library's Stories With Articles and Videos

11:45 am - 12:00 pm

Short Break

12:00 pm - 1:30 pm

Lunch

Red Oak Room

1:30 pm - 2:45 pm

Developing Your Annual Marketing Roadmap

Dogwood Room

1:30 pm - 2:45 pm

Pardon Our Progress: Managing Communications for Library Renovations and Construction Projects

Live Oak Room

1:30 pm - 2:45 pm

Library Stories: Capturing and Promoting Everyday Innovation

Pin Oak Room

1:30 pm - 2:45 pm

Intentional Graphic Design: Improving Your Library's Visual Communication

2:45 pm - 3:00 pm

Short Break

Red Oak Room

3:00 pm - 4:00 pm

K.I.S.S. (Knowledge in Steadily Surveying)

Dogwood Room

3:00 pm - 4:00 pm

When You Can't Call to Action: Marketing Library Millage Campaigns

Live Oak Room

3:00 pm - 4:00 pm

A Community Approach to Creating Marketing Videos and Print Materials: Working With a Vendor, Campus Friends, and Library Staff

Pin Oak Room

3:00 pm - 4:00 pm

Accessible Library Marketing and Communications

4:00 pm - 4:30 pm

Beverage & Networking Break

Red Oak Room

4:30 pm - 5:30 pm

Using Humor and Creativity to Increase Engagement and Library Value

Dogwood Room

4:30 pm - 5:30 pm

Budgetwise Branding

Live Oak Room

4:30 pm - 5:30 pm

Student-to-Student Marketing and Engagement: UNL Peer Guides

Pin Oak Room

4:30 pm - 5:30 pm

From Expense to Revenue: Getting Promotional Signage Off the Easels and Onto Your Library Computers

Wednesday, November 4, 2015

9:00 am - 10:15 am

Oak Ballroom

Keynote: Reaching Multicultural Customers: The Personal Touch With Yolanda Cuesta

10:15 am - 10:45 am

Beverage & Networking Break

TRACK 1

Marketing Planning & Strategies

Pin Oak Room

10:45 am - 11:45 am

So We Have a Brand, Now What? Modernizing and Marketing an 'Ask Us' Service at an Academic Library

TRACK 2

Communication Campaigns

Live Oak Room

10:45 am - 11:45 am

Segmented Messaging: Data-Driven Customer Engagement

TRACK 3

Events & Outreach

Dogwood Room

10:45 am - 11:45 am

Planning a Value-Added Exhibit: A Practical Guide

TRACK 4

Social Media

Red Oak Room

10:45 am - 11:45 am

Catching Up With Social Media Tools

11:45 am - 12:00 pm

Short Break

12:00 pm - 1:30 pm

Lunch

Pin Oak Room

1:30 pm - 2:45 pm

A Place at the Table: Demonstrating the Value of Marketing & Communications in Your Library

Live Oak Room

1:30 pm - 2:45 pm

Marketing & Advocacy: Explaining Libraries to Elected Officials

Dogwood Room

1:30 pm - 2:45 pm

Build an Outreach Event Toolkit

Red Oak Room

1:30 pm - 2:45 pm

Planning, Analyzing, and Collaborating for Greater Social Media Reach and Success

2:45 pm - 3:00 pm

Short Break

Pin Oak Room

3:00 pm - 4:00 pm

Class Is in Session: Promoting New Services Through Collaboration With Ohio State's Marketing Students

Live Oak Room

3:00 pm - 4:00 pm

Marketing Strategy for Small Academic Libraries

Dogwood Room

3:00 pm - 4:00 pm

Ten Libraries, One Message

Red Oak Room

3:00 pm - 4:00 pm

Using Social Media Ads to Promote Your Library

4:00 pm - 4:15 pm

Beverage & Networking Break

4:15 pm - 5:00 pm

Oak Ballroom

All-Conference Wrap-Up Session

Tuesday, November 3

8:00 am - 9:00 am - Registration

9:00 am - 10:15 am - Welcome & Keynote

Oak Ballroom

Face2Face With David Lee King: Social Media for Customer Connections

When you mix social media, libraries, and customers together, there are some interesting implications. David will demonstrate how a range of social media tools and techniques can be used to start and sustain conversations and to humanize your library's online presence.



David Lee King is the Digital Services Director at Topeka & Shawnee County Public Library, where he plans, implements, and experiments with emerging technology trends. He speaks internationally about emerging trends, website management, digital experience, and social media, and has been published in many library-related journals. David is a *Library Journal* Mover and Shaker. His newest book is *Face2Face: Using Facebook, Twitter, and Other Social Media Tools to Create Great Customer Connections*. He blogs at www.davidleeking.com.

10:15 am - 10:45 am - Beverage & Networking Break

10:45 am - 11:45 am - Sessions

Successful Library Marketing Starts With Asking the Right Questions

Red Oak Room

Any successful marketing effort begins with knowing all you can about the services and products you offer and the audience who is using them or is likely to use them in the future. Within the library world, we offer so many varied services to so many different audiences that a key part of the process is ensuring we are asking effective questions about each. We have the answers to many of these questions within the massive amount of data libraries collect, but digging out what is important is the hard part!

Katina Jones is the Statistical Research Analyst at Mid-Continent Public Library. She pours over statistics and demographics from the Library's 35 locations to support their data-driven decision making. Prior to MCPL, she was the State Data Coordinator at the Missouri State Library, working with the IMLS and Census Bureau to collect and distribute statistics for the state. Jones received her bachelor's degree in Applied Psychology and Social Science from Alverno College in Milwaukee, Wisconsin.

The Dean's Fist vs. the Purple Kangaroo: Communications Planning in a DIY Marketing Environment

Dogwood Room

Absent a communications plan, goals, brand, or shared direction, Libraries personnel did their own thing, resulting in a multitude of marketing materials, with a multitude of messages and looks. When a communications professional was tasked with creating a strategic plan, she confronted a dilemma: how to unify communications without destroying creativity; how to create a more coherent brand without stirring fears of lost autonomy; how to avoid a heavy-handed (dean's fist) approach while protecting some of the idiosyncrasies (purple kangaroos)? The new communications staffer adopted a "keep U of LL weird" approach which proved successful. Learn the collaborative methods that helped achieve consensus.

Carolyn Dowd, who was recently hired as the Senior Communications Coordinator for the University of Louisville Libraries, is a marketing and communications professional with over 15 years of experience working within the architectural, engineering, and construction industry in San Francisco, Calif. She has a strong background in strategic planning, proposal strategy and development, internal communications, public relations, presentation coaching, newsletters, branding and identity, website development, and client surveys. She formerly worked as an editor, journalist, and English teacher.

Using Relationship Marketing to Develop a Successful First-Year Library Workshop Program

Live Oak Room

Using relationship marketing, the College of Staten Island (CSI), City University of New York (CUNY) partnered with the English Department to develop First-Year Library Workshops to accompany its course "Introduction to College Composition." This involved developing a lesson plan and learning outcomes for these workshops. Further, the library developed a series of timed promotion on social media, printed media, web, signage, and in-person outreach to other campus departments (residence halls, tutoring center, first year experience office, and the writing center). Students are able to self-register during "club" hours when no classes are scheduled, and they can select a date via Google calendar and register via Google forms.

Mark Aaron Polger is the First-Year Experience Librarian and Information Literacy Instructor at the College of Staten Island (CSI), City University of New York (CUNY). Polger received his M.L.I.S. from the University of Western Ontario, an M.A. from the University of Waterloo, a B.Ed. from Brock University, and B.A. from Concordia University. He hails from Montreal, Canada and moved to New York City in 2008.

Telling Your Library's Stories With Articles and Videos

Pin Oak Room

How can you tell the stories of your library? This two-part session will provide guidance on how to share compelling stories that demonstrate the valuable impact of your library's services and programs. Part 1 will use examples of written content created at Western Washington University to illustrate how to construct articles and feature stories that can be shared online and via social media platforms. Part 2 will help you learn how to create compelling video content cheaply, easily, and effectively so that you can utilize video as a powerful storytelling medium.

Clarissa Mansfield is the Communications Coordinator for Western Libraries, a position created at Western Washington University (WWU) in 2013. In addition to writing feature stories about Western Libraries, she manages and coordinates the Libraries' social media, and uses various communication outlets to promote library services, programs, events, and exhibits. She has worked in academic libraries since 2002, and is a graduate of WWU with a B.A. in Humanities and M.Ed. in Environmental Education.

Jennifer E. Burke is the President of IntelliCraft Research LLC. She's known online by her alter ego, The InfoHound. She is a marketing soothsayer, storyteller, and strategic communications consultant for libraries and info pros. Jennifer has a unique background of training and experience in marketing, communications, and customer service, as well as library and information science. Jennifer was an advertising and marketing executive for major consumer goods, pharmaceutical products, transportation, and technology companies before turning to the call of Library-Land. She holds an M.S.L.I.S. from Drexel University and has experience with virtual reference, digital libraries, and information behaviors. She also spent 5+ years in information science-based doctoral coursework and research as a Ph.D. candidate at Drexel University on an IMLS-funded fellowship.

12:00 pm - 1:30 pm - Lunch

1:30 pm - 2:45 pm - Sessions

Developing Your Annual Marketing Roadmap

Red Oak Room

This presentation will help attendees understand the importance of developing an annual messaging calendar, and how early planning can help in all facets of communications to media, customers, and key stakeholders for the upcoming year.

Mary Altman has more than two decades of marketing and communications experience in the museum, tourism, sports, and attractions industries. She has specialized in general consumer marketing, development of creative messaging strategies, and event planning and production. She joined Mid-Continent Public Library as Marketing Manager in February 2015.

Jessica Ford is the Public Relations Coordinator for Mid-Continent Public Library, the largest library system in the Kansas City metro area. After receiving her B.A. in Communications from the University of Missouri-Kansas City, Jessica attained a Masters of Library Science and Information Technology from the University of Missouri-Columbia. She has served in her current role for 5 years, and is responsible for media relations and publications. She also serves on the board of the Greater Kansas City Chapter of the Public Relations Society of America.

Tommy Hardin joined Mid-Continent Public Library in 2008 and has served as the Online Coordinator since 2010, managing multiple social media platforms and coordinating placement of promotional messages on mymcpl.org, which attracts more than 4 million visits per year. He works with 31 MCPL branches on optimizing the development of their audiences and promoting best practices. He is an active member in the Social Media Club of Kansas City.

Pardon Our Progress: Managing Communications for Library Renovations and Construction Projects

Dogwood Room

One project was a top-to-bottom, three-year renovation of our special collections library. The other took a single library floor and transformed it into a new research commons. While both projects resulted in attractive and popular new library spaces, they also displaced many library users and came at a time when students and faculty were already voicing frustration with the amount of construction on campus. This presentation will discuss communication strategies for library renovations and construction projects, and how to keep internal and external audiences informed and willing to pardon your progress.

Aaron Welborn was the Director of Communications for Duke University Libraries from 2010 to 2015. He is a marketing and communications professional with over 15 years of experience in academic communications, public relations, event planning, and publishing; 8 of those in the service of large research libraries.

Library Stories: Capturing and Promoting Everyday Innovation

Live Oak Room

Every day, libraries enable their users to do new things and accomplish goals with their rich collections, services, spaces, technologies, and staff expertise. However, library communications departments cannot be everywhere or know everything that's going on, and the evidence of our impact often goes unsung. But what if library staff, on the ground and in touch with users, could capture stories and examples of teaching, learning, and research that make the library come to life? Come learn about NCSU's Library Stories initiative, which enables library staff to share stories of "everyday innovation" happening in our libraries and how we're leveraging our website and social media to share them.

Anne Burke is the Undergraduate Instruction and Outreach Librarian at North Carolina State University. Her work focuses on helping novice researchers navigate a complex information landscape.

Charles Samuels is the Director of Publications for NCSU Libraries. He serves as the managing editor for the Libraries' print and online publications, and oversees Libraries branding strategy and art direction as part of the External Relations team.

Intentional Graphic Design: Improving Your Library's Visual Communication

Pin Oak Room

Every time a librarian crafts an event poster, develops signage, creates instructional handouts, or drafts web advertisements, a design decision is made. But are these thoughtful decisions crafted to enhance communication or unintentional decisions that may interfere with a library's intended message? Good design is possible regardless of your skill level or resources. It can make all the difference in engaging with your audience, revitalizing your library's image, and providing information in a clear, enjoyable format. Attendees will be empowered with the basic principles, processes, and tools necessary to develop visual materials that reflect their library's values and enhance relationships with patrons.

Veronica Arellano Douglas (M.S.L.S., University of North Texas) is a Reference & Instruction Librarian at St. Mary's College of Maryland. She is the co-creator of Librarian Design Share (www.librariandesignshare.org), a crowd-sourced, creative commons repository of library-related design. Veronica writes about libraries, teaching, and design at More Questions Than Answers (www.veronicaarellanodouglas.com).

April Aultman Becker (M.L.I.S., UNT) was, until recently, the Manager of Education, Reference, and Outreach at the University of Texas MD Anderson Cancer Center Research Medical Library. She is the new Dean of Libraries and Research Technologies at Sul Ross State University in far west Texas. In her past life, April was a high school English and creative writing teacher and an elementary, high school, community college, and medical librarian. April is the co-creator of Librarian Design Share (www.librariandesignshare.org), a crowd-sourced, creative commons repository of library-related design.

Laura Horwood-Benton is the Programming and Community Relations Librarian at Portsmouth Public Library in New Hampshire. Passionate about good design, Laura has been creating informational and marketing materials for libraries for over five years. She has worked in both academic and public libraries, as an Instruction, Electronic Resource, Reference, and Adult Services Librarian. She currently designs posters, handouts, bookmarks, guides, brochures, and temporary tattoos for print, as well as images for the web and social media.

K.I.S.S. (Knowledge in Steadily Surveying)

Red Oak Room

Most libraries today work with tight budgets to service a wide range of customers. Creating surveys is a great way to assess user needs by staying on top of trends and measuring what aspects are important to users and why. Surveys help organizations find their target audience which helps guide planning, evaluating, budgeting, and marketing within an organization. Unfortunately, it is impossible for an organization to meet the needs of all users. Surveying helps organizations find cost-effective marketing ideas and spend money where it counts. Catering to user needs positively impacts the user experience.

Breyanna Nicole Davis is currently a Customer Experience Specialist with User and Engagement Services at University of Texas at Arlington Libraries. Prior to this, she performed numerous tasks as support staff with the systems department at Texas Woman's University from 2014 to 2015.

When You Can't Call to Action: Marketing Library Millage Campaigns

Dogwood Room

Nothing seems to freak out library marketing people more than the thought of running an informational millage campaign. Boil it down to its essence as a true marketing endeavor and a millage campaign is the best possible opportunity for community engagement. In 2014, 57% of the voters passed a 45% millage increase for Kent District Library. Through polling, working with a citizens group, and consulting with EveryLibrary, we made it happen in conservative West Michigan and even had the Tea Party leaders campaigning for the Library!

Heidi Nagel was asked to head up KDL's Communications Department in 2012, partly due to her experience with several library millage campaigns. Before that, she was KDL's Training Manager for four years. She has a Bachelor's in Political Science and Sociology from Michigan State University and an M.L.S. from the University at Albany (NY).

A Community Approach to Creating Marketing Videos and Print Materials: Working With a Vendor, Campus Friends, and Library Staff

Live Oak Room

Regent University librarians developed 11 dynamic marketing products over the last two years; a feat that would not have been possible without involving others. This session presents information about creating marketing content in multiple formats; working with a vendor and campus friends on product development, copyright, and intellectual property issues; community feedback; and lessons learned. Specific examples of the creative process will be shared, along with print materials and video clips from products, such as "Special Collections and Archives at Regent University," "Librarians & Faculty: Partners in the Information Age," or "Integrating Library Resources into Blackboard."

Sara Baron was appointed the University Librarian at Duquesne University in September 2015. Previously, she was Dean of Regent University Library for 10 years, where she led the growth of electronic resource and service provision, spearheaded development of co-curricular library activities, and implemented community programming. With a library career spanning 20 years, she has actively participated in several library associations, published over 20 items, and given close to 30 professional presentations. Her degrees include an M.A. from Texas State, M.L.S. from UNT, and Ed.D. from UMass Boston.

Accessible Library Marketing and Communications

Pin Oak Room

Marketing, communication, public relations, social media, and outreach: We engage in these activities to spread the word about our libraries and services as widely as possible. However, by failing to ensure that our digital marketing assets and content are accessible to users with disabilities, we erect barriers to engagement and undermine the success of our efforts. This session will provide an overview of accessible digital marketing: what it is and why it matters to libraries; common accessibility challenges and solutions; and what designers, social media coordinators, and content creators need to know to conduct accessible and inclusive marketing and communications efforts.

Melissa Green is the Academic Technologies Instruction Librarian for The University of Alabama Libraries. A librarian, teacher, and technology enthusiast, Melissa provides instructional support for the use of the Libraries' academic software packages. Melissa worked in the disability community before becoming a librarian, and her professional interests include accessibility and teaching with and about technology.

4:00 pm - 4:30 pm - Beverage & Networking Break

4:30 pm - 5:30 pm - Sessions

Using Humor and Creativity to Increase Engagement and Library Value

Red Oak Room

Focusing on creativity, humor, and fun, our library created a strategic marketing campaign that increased the engagement of both library clients and staff. This workshop will demonstrate a number of practical tools including marketing checklists, unique branding samples, and humorous videos. We will discuss the strategic advantage of considering the marketing aspect of various activities, the use of social engagement as a marketing strategy, and the overlap between education and promotion, as well as the synergy between strategic planning and marketing. Effective marketing improves the perception of the library and with it the level of library staff engagement and job satisfaction.

Sandy Iverson holds graduate degrees in library science and adult education and has held her current position with St. Michael's Hospital, in Toronto, Ontario, since 2011. As the Manager, Health Information and Knowledge Mobilization, she is responsible for the Patient and Family Education Program, the eLearning and Educational Technology Program, and Library Services. In 2014 she and her team won an international prize for one of their library marketing campaigns.

Bridget Morant is an Information Specialist, Consumer Health & Education at St. Michael's Hospital in Toronto. She has a B.A. and an M.I.S. from the University of Western Ontario. She began working in various academic libraries seven years ago, before coming to St. Michael's Hospital in the fall of 2013.

Budgetwise Branding

Dogwood Room

Branding is a popular buzzword in library land, but what does it mean? How can a library launch a rebranding initiative—on a budget? In this multimedia presentation, see a model for expanding and implementing the concepts found in ALA's book, *Creating Your Library Brand*. We'll discuss a step-by-step, week-by-week, low-budget, self-branding process. The presentation includes interactive exercises, tips on leveraging in-house talent and expertise, ideas on low-cost outsourcing, and a link to online branding resources, including a downloadable document detailing the self-branding process. Is it time to reinvigorate your library's image?

Jill Marshall-Work has served at numerous libraries doing marketing and adult and children's programming, and is a frequent speaker and presenter at library events. As a marcom specialist, she has served as writer/editor, graphic designer/art director, web designer, communications manager, and marcom consultant for libraries, ad agencies, and educational/cultural institutions. She is currently a Youth Services and MakerSpace Librarian at Summit Public Library in New Jersey. She will complete her M.L.I.S. from the University of Alabama in May 2016.

Student-to-Student Marketing and Engagement: UNL Peer Guides

Live Oak Room

To increase the use of resources, services, and attendance at events, the University of Nebraska-Lincoln Libraries employed students, called Peer Guides, to engage with other students at events and on social media. This presentation will discuss the program including the recruitment criteria, contracts, and job description. Included will be an overview of all the types of marketing that the students did with surveys, outreach events, social media, and publicity.

Joan Barnes is the Community Engagement Librarian for the Libraries at the University of Nebraska-Lincoln (UNL), where she is responsible for marketing, communications, and events. She actively promotes the Libraries' services and resources to students, faculty, and the general public. She has been at UNL for 15 years. Previously Joan worked as the Membership Director at the New Hampshire Historical Society, the Reference & Outreach Librarian at Bennington College, Vt., and as a medical librarian for Mid Coast Hospital in Brunswick, Maine. Joan received her B.A. in psychology from the University of Maine at Farmington and her M.L.I.S. from the University of Rhode Island.

From Expense to Revenue: Getting Promotional Signage Off the Easels and Onto Your Library Computers

Pin Oak Room

Looking for a way to declutter your library of paper signs and easels while generating revenue? Take your message off the paper and put it where everyone's really looking—on the computers. From paper to electronic, this presentation will cover the signage journey at the Wayne State University Libraries. We'll show you how we created a revenue-generating promotional program by advertising library and campus events on the desktops of the library computers. You'll learn our best practices in promotional signage, how we implemented and run our desktop advertising program, and how you can make it work for your library.

Jill Wurm, the Associate Director Marketing and Communications for the Wayne State University Library System, brings over a decade of experience in communications, creative direction, social media, strategic planning, and instructional and message design. She serves as the editor-in-chief and creative director of several university publications and has authored and edited hundreds of pages of non-fiction work as well as feature and news articles for various publications.

Rod Fiori is an associate director with the Wayne State University Library System. He leads the User Experience Support Services group, which consists of Integrated Desk Services, Classroom Design & Special Events, and Library Security. With over 25 years of experience in higher education, Rod is a current member of the University's Academic Technology Advisory Group, Campus Technology Leadership Council, and Library Leadership Team. Rod holds a J.D. and M.L.I.S., both from Wayne State University.

Wednesday, November 4

9:00 am - 10:15 am - Welcome & Keynote

Oak Ballroom

Reaching Multicultural Customers: The Personal Touch

Librarians are actively marketing their services to multicultural customers, with varying degrees of success. The most effective ones have forged personal relationships and built trust within the communities they've targeted. Yolanda will explain how adapting to the cultural differences, expectations, and perceptions of your customers will help you gain their trust and will impact if and how your messages are received.



Yolanda Cuesta trains and consults with libraries and non-profits on serving their ethnic and culturally diverse communities. Via her company, Cuesta MultiCultural Consulting, Yolanda provides face-to-face as well as online training on cultural awareness and cultural competence, diversity and inclusion, outreach and community engagement, community-based needs assessments, and marketing. She has worked in public libraries in Texas and at the California State Library. She is currently at work writing *Serving the Latino Generations: a Practical Handbook for Librarians*. Check out Yolanda's work: www.yolandacuesta.com.

10:15 am - 10:45 am - Beverage & Networking Break

10:45 am - 11:45 am - Sessions

So We Have a Brand, Now What? Modernizing and Marketing an 'Ask Us' Service at an Academic Library

Pin Oak Room

This presentation will explain the evaluation and promotion of the Ask Us service implemented in the Access Services Department at the University of North Texas Libraries. The evaluation process of the Ask Us service as a brand and the issues to improve the service will be addressed. Different ways of promoting the Ask Us service, such as marketing plans and materials, improving online presence, and effective use of social media, will be reviewed. For conclusion, the effectiveness of the new marketing strategy and the recent approach in promoting the Ask Us brand will be assessed.

Seti Keshmiripour has worked as a librarian in both academic and special libraries. Her current position is the Outreach and Engagement Librarian at the University of North Texas Libraries in Denton, Texas.

Mary Ann Venner has worked in academic libraries for over twenty years. She is currently the Head of Access Services at the University of North Texas Libraries.

Segmented Messaging: Data-Driven Customer Engagement

Live Oak Room

Pioneer Library System initiated a segmented e-mail marketing regimen in June 2015. This effort sought to increase the library's market penetration and customer retention, and to direct customers to the most efficient levels of service. More importantly, using analytics software, Pioneer measured the effectiveness of each message relative to its intent. This session will provide a mid-term update on the project, focusing on the retention of new customers, reinvigorated lapsed users (particularly student cardholders), and occasional users. Context relative to aggregated results for libraries across the entire Savannah system will be shared.

Lisa Wells is the Assistant Director of Library Services for Pioneer Library System in Norman, Okla. She holds two degrees from the University of Oklahoma, a B.A. in Early Childhood Education and an M.L.I.S. Wells received the 2014 Joey Rodger Leadership Award presented by the Urban Library Council. She currently serves as Secretary on the 2015-16 Amigos Library Services Board of Directors.

Clark Swanson is the Founder and CEO of OrangeBoy, Inc., a management consulting company that helps organizations collect, manage, and interpret information to reach their business objectives. Prior to starting the firm, he served as head of the Ohio Historical Foundation. Clark also spent several years in the Economic Research Division of the Federal Reserve Bank of Kansas City. He conducted his graduate studies at the University of Central Missouri.

Planning a Value-Added Exhibit: A Practical Guide

Dogwood Room

This presentation will describe steps in creating programming to support an exhibit of rare books and manuscripts from the Remnant Trust. This includes lectures, performances, and tours, as well as promoting and marketing the programs and training and organizing volunteers. It will cover the practical steps that can be used when planning any multi-dimensional program.

Dr. Molly D. Boyd is the Assistant to the Dean of Libraries at the University of Arkansas Libraries. Prior to that position, she was the Public Relations officer for eight years. She has organized U of A's annual Promotion and Tenure Reception since its inception, including creating the commemorative booklet in InDesign, and mounting the annual exhibit in the display cases, and generally had an excellent time doing it. She holds a Ph.D. in Literature of the American South from the University of South Carolina, but most people don't hold that against her.

Catching Up With Social Media Tools

Red Oak Room

Most librarians and library directors are familiar with Facebook, Twitter, blogs, and other established social media tools. Over the last few years, there are a number of newer ones that our patrons are using: Instagram, Snapchat, Whatsapp, among others. This session will highlight current tools and provide pros and cons as they relate to usability for library marketing.

Beth Thomsett-Scott has been a science librarian for nearly 20 years. Her research interests include social media, web usability, mentoring/coaching, and user satisfaction studies. Beth is an active author, and served as editor of *Marketing with Social Media: A LITA Guide*. She current serves with the Special Libraries Association and has previously been active in the American Library Association and the Texas Library Association. Beth brings her passion to her presentations and seeks ways to make sessions interactive and engaging.

12:00 pm - 1:30 pm - Lunch

1:30 pm - 2:45 pm - Sessions

A Place at the Table: Demonstrating the Value of Marketing & Communications in Your Library

Pin Oak Room

As public libraries fight for funding, why should those hard-earned dollars be invested in marketing and communications staff? Learn how to demonstrate your value to administrators, boards, and library staff and how to explain that collaborating with you can lead to increased funding, more successful programs, and a growing user base. Join the Executive Director and the Marketing & Communications Manager from the Grande Prairie Public Library to hear what administrators need and how to earn your place at the table. They will share lessons learned that led to their shared vision for the Library.

Michelle Rempel is the Marketing & Communications Manager at the Grande Prairie Public Library in Alberta, Canada. She has been with GPPL for 15 years and is responsible for overseeing the Library's branding efforts, social media, website, graphic design, communications, and marketing.

Maureen Curry has been the Executive Director at the Grande Prairie Public Library since 2013. Prior to that, she worked for 25 years with the Okanagan Regional Library in many areas including reference services, children's programs, and special projects (including marketing). She became the Head Librarian at the Vernon Branch in 2005.

Marketing & Advocacy: Explaining Libraries to Elected Officials

Live Oak Room

Advocacy is telling your library's story. Those who influence funding for libraries cannot make informed decisions if they do not understand the scope of your mission. Most librarians haven't practiced the political skills needed to work with various community leaders. At times their interests may seem to conflict with your library. How do you advocate without lobbying? This session explores how to easily market your library to elected officials. No secret handshakes or big budgets needed.

Paula Laurita is the Director of the Athens-Limestone Public Library and President of the Alabama Library Association. She serves on the American Library Association's LLAMA/PRMS Education & Training Committee. From 2013-2014, Paula was the President of the Alabama Public Library Directors' Council, the advocacy organization for Alabama's Public Libraries. Before becoming Director, she was the Coordinator of Public Services for the Athens-Limestone Public Library. Prior to that, Paula spent a decade as a school librarian.

Build an Outreach Event Toolkit

Dogwood Room

Successful outreach events and programs require project and time management, collaboration, marketing, experiential elements, funding, and assessment. This interactive presentation will discuss strategies and methods for creating events that attract large groups of undergraduate students. We will share event planning techniques, marketing approaches, and lessons learned from events that exceeded our expectations and those that didn't. Academic librarians and professionals interested in developing events that share library collections, services, and resources can benefit from this session. At the end of the session, participants will have tools and resources to plan a series of outreach events at their own libraries.

Rosan Mitola is the Outreach Librarian for University of Nevada, Las Vegas (UNLV), where she collaborates with campus groups to integrate library collections and services into co-curricular educational experiences for students. She oversees the Mason Undergraduate Peer Research Coach Program that contributes to student engagement through outreach and peer-assisted learning in library instruction. Her primary research interest is co-curricular contributions to student success. Rosan earned her M.L.I.S. from San Jose State University.

Jason Aubin is the Special Projects Coordinator for the UNLV University Libraries, where he provides project management expertise and guidance for library-wide initiatives, events, and projects. Jason also serves as the chair of the Campus Communications and Marketing Committee (CCMC). The CCMC is responsible for creating and sharing targeted communications about the libraries' value, resources, and services to the campus and internal communities. Jason earned his M.S.L.S. from the University of North Texas.

Planning, Analyzing, and Collaborating for Greater Social Media Reach and Success

Red Oak Room

Do you use social media channels to showcase the resources, services, events, spaces, and/or technologies at your library? What are some tips and tricks for expanding your audience? How could you collaborate across departments to paint an engaging portrait of your library? How can web analytics be used to evaluate and direct traffic? Social media managers from both an academic library and a public library will share the collaborative ideas behind their social media strategies. Successes, experiments, findings, and bumps along the road will be shared and discussed. We hope for a lively exchange of tactics and suggestions from the audience!

Madison Sullivan is a North Carolina State University (NCSU) Libraries Fellow for Research and Information Services, and External Relations. Her strategic initiative is titled "Expanding the Libraries' Social Media Profile." She tweets from @beastlibrarian.

Chris Tonelli is the Director of Communication Strategy for the NCSU Libraries. He leads the internal and external communications programs to enhance awareness and to cultivate relationships. Chris also oversees the Libraries' print and online publications program, manages media relations, and serves as the spokesperson for the Libraries and as the liaison to University Communications. He participates in strategic planning and development of the Libraries' public website and social media presence, and he collaborates with development and fundraising teams.

Sara DeVries serves as Community Relations Manager for Herrick District Library, a mid-size public library in a Michigan tourist town along Lake Michigan. During her time in the library world, Sara has presented at Michigan Library Association's conference, coordinated a Geek the Library campaign, and spoken via webinar and video for OCLC. Prior to her current role, she served for 15 years in college administration. Sara is passionate about libraries, personal development, and lifelong learning.

3:00 pm to 4:00 pm - Sessions

Class Is in Session: Promoting New Services Through Collaboration With Ohio State's Marketing Students

Pin Oak Room

Last year, The Ohio State University Libraries Research Commons staff partnered with a capstone undergraduate marketing class (BUSML 4204) to develop a marketing and communications plan for a new service point, using primary and secondary research. Over the course of the semester, six teams of students created data-driven strategic plans that included recommendations on promotional signage, giveaways, targeted online messages, "Grand Opening" events, and a cohesive Research Commons brand. The students enjoyed working on an OSU-focused project and the library staff loved the creative student-driven ideas, many of which have been implemented to brand and promote the Research Commons.

Meris Mandernach is the Head of Research Services at The Ohio State University Libraries. She is responsible for leadership for the research services portfolio, which encompasses traditional and emerging forms of reference service; for analysis of the strategic environment for Libraries, of academic program needs, and of changing user behaviors, preferences, and work practices; and for developing, refining, assessing, and sustaining an evolving program of research services for faculty, researchers, and students throughout the university.

Joshua Sadvari is the Research Commons Program Manager & GIS Specialist at The Ohio State University Libraries. In this role, he is responsible for coordinating training opportunities for the campus community on topics covering all phases of the research lifecycle, organizing researcher networking and showcasing events, managing the Research Commons web and social media presence, and connecting faculty and student researchers with appropriate research support services through physical and virtual referrals.

Marketing Strategy for Small Academic Libraries

Live Oak Room

While many large academic libraries can often rely on their own communications officers, smaller institutions rarely have this opportunity. The Jean Léon Allie Library of Saint Paul University in Ottawa, Ontario wanted to improve its outreach and promote its services but found it was lacking the expertise to do so. In order to understand its audience better and to create an innovative marketing plan, the library partnered with the Communications department of the university. Using concrete examples, this presentation will highlight the collaboration between the two departments and show the steps taken to design an effective marketing strategy.

Sandy Hervieux is a librarian with experience in reference, information literacy, and user services. She received her M.L.I.S. from McGill University and worked at Concordia University before coming to Saint Paul University. Hervieux manages the reference and circulation team, participates in the development of library policies, and implements the outreach strategy of the library.

Fidèle Lavigne is a seasoned communication professional with extensive experience in marketing, public relations, corporate communications, and social media. She received an Honors B.A. with Specialization in Communication from the University of Ottawa. As an integral member of the Recruitment and Communication Services Team, Lavigne participates in developing, managing, and implementing communications plans and strategies that reflect the strategic plan and branding strategy of Saint Paul University.

Ten Libraries, One Message

Dogwood Room

In August 2013, librarians from ten Berkeley College libraries formed the Marketing and Outreach Committee (MOC) to send a unified, positive image of library services and resources to the entire College community. For the past two years the Committee collaborated on planning, promoting, and coordinating system-wide events in order to increase the awareness of library services. The Committee's Libguide serves as a platform that provides a framework for consistency in library marketing, and outreach efforts.

Maria Deptula received her M.L.I.S. from Rutgers University. Prior to becoming an academic librarian, Maria was an archivist and worked in public libraries. Maria has been a Library Director at Berkeley College since 2007. She is a member of ALA/ACRL and VALE NJ. Maria has chaired the VALE Reference Committee and presented at several VALE conferences. She is a co-founder and co-chair of the ACRL LMaO Interest Group in Greater New York Area.

Using Social Media Ads to Promote Your Library

Red Oak Room

So, your library has a solid presence on social media and you understand library marketing basics, where do you go from here? Incorporating Facebook and Twitter ads into your marketing toolbox is an easy and cost-effective way to promote the library to more patrons. This session will focus on best practices for running advertising campaigns on Facebook and Twitter by sharing practical tips on building a target audience, creating an effective call to action, and testing ads for optimization. Join me to discuss how your library can reach more patrons by advertising on Facebook and Twitter.

Beth McGough, the Social Media Manager for ProQuest, is responsible for implementing creative social media strategies that support empowering researchers and librarians. She joined ProQuest as a library holdings consultant and has held various positions in product management and marketing. Beth is a frequent speaker at library conferences and she has served on the Michigan Library Association, ALA, and NASIG. Beth holds an M.L.I.S. from Wayne State University and a B.A. in History from the University of Michigan.

4:00 pm to 4:15 pm - Beverage & Networking Break

4:15 pm to 5:00 pm - All-Conference Wrap-Up Session

Oak Ballroom

Notes:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.