

Welcome to the 2nd Annual

**Library
Marketing and
Communications
Conference**

#LMCC16

**November 16-17, 2016
Dallas, TX**

Welcome to LMCC 2016!

If this is your first time at the Library Marketing and Communications Conference, welcome, we're glad you're here! If you've returned for your second LMCC, special thanks for helping make our original one successful enough to repeat. Welcome back!

The LMCC Planning Committee and I learned a great deal from creating our first event, and from the post-conference surveys that attendees completed. Practicing what we preach, we took those surveys to heart and acted on as many things as we could. Consequently, this year we've set up networking topics for both days' lunches, added a Swag Swap so you can share your marketing materials, and arranged for a Wednesday-night pub party so you'll have a little nightlife.



I'm grateful to many people who made all this possible: Thank you to everyone at Amigos Library Services who facilitated our conference again this year by handling all the registration, financial, and hotel arrangements. We literally could not have done this without them. I owe thanks to the core planning team of 10 people who stuck with me from LMCC 2015, and to the new volunteers who helped us along the way this year. Finally, hooray for the good people at EveryLibrary who were willing to plan our party at The Londoner, a local British pub.

We've worked hard to line up another great program that covers many aspects of marketing, and we think you'll find value in it. Enjoy yourselves, take advantage of all our learning and networking opportunities, and let us know how we can keep improving to serve you and your libraries.

Kathy Dempsey
LMC Conference Chair



Amigos staff manning the registration desk at LMCC 2015.

Amigos Library Services is happy to work with LMCC for our second year in a row! As a company dedicated to serving the needs of libraries and librarians, we jumped at the chance to help the LMCC Planning Committee produce such a fantastic conference. Like them, we believe that librarians and library workers deserve a targeted event dedicated to this niche of library work. At Amigos, we understand the importance of continuing education and training in the field of LIS, an area where skills are constantly evolving. It is so important that conferences like these are held in order to unite librarians in service to their communities. We can think of no better way to educate library workers on the importance of communication, marketing, and social media; tools that will help spread their message of service to their specific communities.

We at Amigos are continually impressed by the energy and drive that LMCC planners put into creating this event. Event management is one of our strengths, and LMCC always stands out in the quality of their content. Amigos wants to personally thank the LMCC committee for their hard work and partnership in helping to make LMCC 2016 bigger and better than ever!

Welcome to the Dallas / Addison area; we hope you enjoy your stay here.

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Connect With Us

**Get social! Share your photos
and experiences with us using
the hashtag #LMCC16**



LibMarComConf@gmail.com



www.facebook.com/LMCCConference



www.twitter.com/LibMarComConf



www.bit.ly/LMCCYouTube

Conference Hotels

Crowne Plaza Dallas Near Galleria–Addison

14315 Midway Road
Addison, Texas, 75001
1-972-980-8877

reservations@cpaddison.com

Rooms sold out

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://bit.ly/GotoLMCC16> A discount is available through this link.



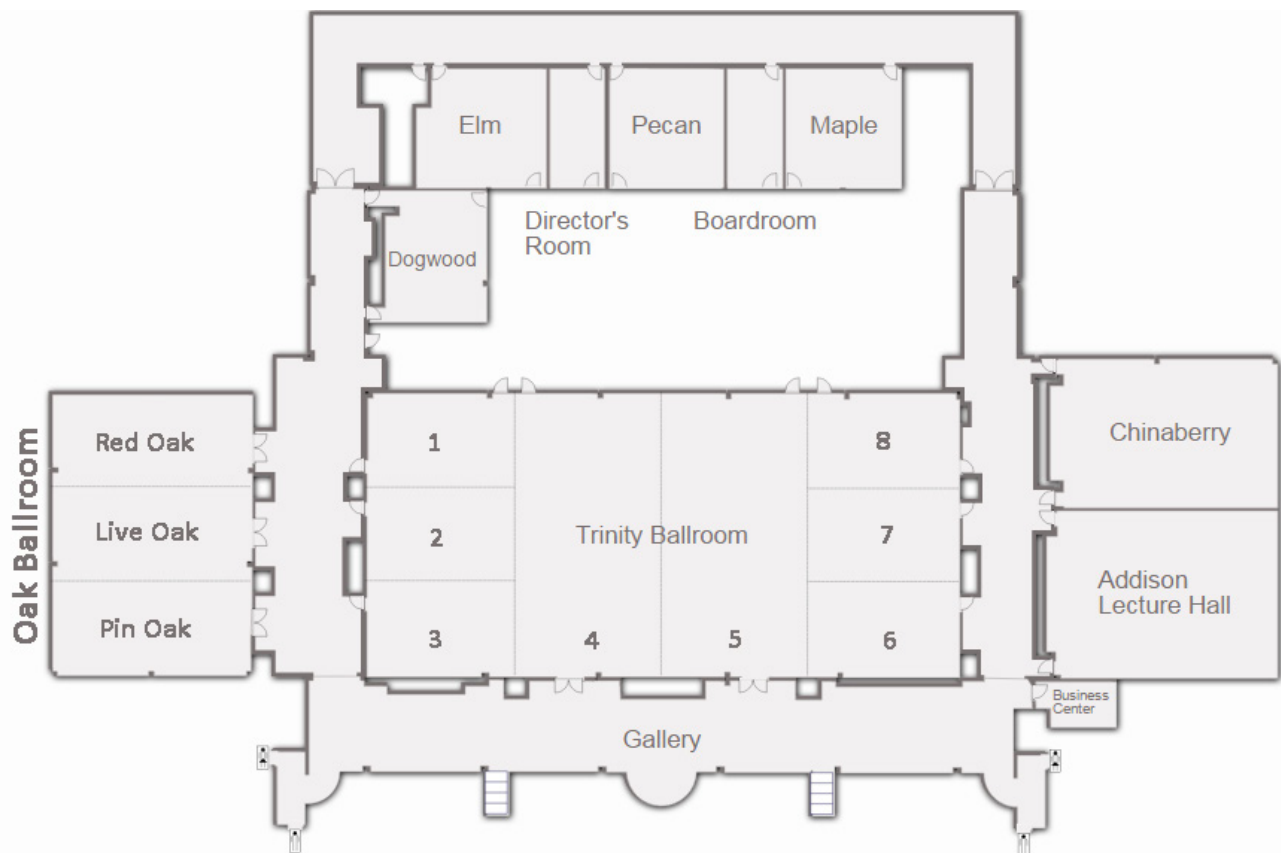
Courtyard Dallas Addison/Midway

4165 Proton Drive
Addison, Texas, 75001
1-972-490-7390

Shuttle information: <http://www.marriott.com/hotels/maps/travel/dalad-courtyard-dallas-addison-midway/>

Room information: <http://bit.ly/LMCC-Courtyard>

Crowne Plaza Conference Meeting Rooms (Second Floor)



Thank You to our Sponsors!

Conference Facilitators:



Amigos Library Services is a not-for-profit, membership-based organization. Member benefits include negotiated discounts on electronic resources, continuing education offerings, consulting, courier services, and Amigos eShelf e-book service. (www.amigos.org)

Thursday Afternoon Break Sponsor:



bibliotheca creates unique library solutions designed to enhance discovery, increase library usage and promote valuable programs. (www.bibliotheca.com)

Wednesday Lunch Sponsor:



CIVICTechnologies helps public libraries better understand their community, predict what people are interested in, and deliver more relevant services. (www.civicttechnologies.com)

Wednesday Afternoon Break Sponsor, Wednesday Lunch Sponsor & Thursday Lunch Sponsor:



Gale, a Cengage company, partners with libraries to empower learning by providing the education-focused content and technology communities need to discover insights and develop skills. (www.gale.com)

Wednesday Morning Coffee Service Sponsor:



JSTOR is a digital library of academic journals, books, and primary sources. (www.jstor.org)

Notepad Sponsor:



LibraryAware, a product of NoveList, helps libraries connect with readers and keep them engaged. (www.ebscohost.com/novelist/our-products/libraryaware)

Tote Bag Sponsor:



OrangeBoy is a customer loyalty company that offers Savannah®, a platform that drives customer-focused decisions, engagement, feedback and measurement for libraries. (www.orangeboyinc.com)

Thursday Morning Coffee Service Sponsor:



Patronlink helps libraries make data driven decisions, retain current patrons, attract new patrons and customize programs for their local community. (www.patronlink.com)

Wednesday Lunch Sponsor:



Researchers, faculty and students trust **PolicyMap** to find the right data for health, social sciences and business research and impact analysis. (www.policymap.com)

Wednesday, November 16, 2016

7:30 am - 8:30 am

Trinity Gallery

Registration

8:30 am - 8:45 am

Trinity 4-8

Welcome

8:45 am - 9:30 am

Keynote: John Haydon

9:30 am - 10:00 am

Trinity Gallery

Beverage & Networking Break

TRACK 1A

**Librarians Changing
Paradigms**

Room: Trinity 8

10:00 am - 11:00 am

Bee the Change

11:15 am - 12:15 pm

**How Design Thinking Renewed
our Libraries**

TRACK 2

Market Research & Plans

Room: Red & Live Oak

10:00 am - 11:00 am

**Market Research:
Make It Better!**

11:15 am - 12:15 pm

**What Librarians Can
Learn from Corporations
and Ad Agencies**

TRACK 3

**Partnerships & Community
Engagement**

Room: Trinity 6 & 7

10:00 am - 11:00 am

**Everything Is Awesome:
Teaming Up With Students for
Library Outreach**

11:15 am - 12:15 pm

**Your Library Outside the Walls:
Going Where
Your Patrons Are**

TRACK 4

Social Media

Room: Pin Oak

10:00 am - 11:00 am

**Library Paparazzi:
Next-Level Tips for
#LibrariesOfInstagram**

11:15 am - 12:15 pm

**Manage Your Social Media in 5
Minutes a Day**

12:15 pm - 1:30 pm

Trinity 1-4

Lunch

TRACK 1B

Public Libraries at the Polls

Room: Trinity 8

1:30 pm - 2:30 pm

**The Librarian as Candidate:
How to Activate Voters and
Constituents for Support**

2:45 pm - 3:45 pm

**The Library as Cause: Lessons
from Winning Campaigns**

TRACK 2

Market Research & Plans

Room: Red & Live Oak

1:30 pm - 2:30 pm

**More Than Icing:
Positioning Your Marketing
Campaigns for Success**

2:45 pm - 3:45 pm

**A Year of Outreach:
How to Plan, Market, and
Execute 365 Days of Services
Without Going Crazy**

TRACK 3

**Partnerships & Community
Engagement**

Room: Trinity 6 & 7

1:30 pm - 2:30 pm

**Connecting With the
Community Is a
#WinningStrategy**

2:45 pm - 3:45 pm

**Help Me Out Here:
Vendor Participation in Library
Marketing Efforts**

TRACK 4

Social Media

Room: Pin Oak

1:30 pm - 2:30 pm

**Shut Up and Listen: How We
Used Social Listening to
Connect With Students and
Build a Community**

2:45 pm - 3:45 pm

**Library 101:
Developing and Assessing a
Social Media Campaign**

3:45 pm - 4:45 pm

Trinity Gallery

Snack Break and Swag Swap

5:30 pm and 6:00 pm

Leaving for Dine-Arounds

Thursday, November 17, 2016

8:00 am - 8:30 am

Trinity Gallery

Registration

8:30 am - 8:45 am

Trinity 4-8

Welcome

8:45 am - 9:30 am

Keynote: Tina Thomas

9:30 am - 10:00 am

Trinity Gallery

Beverage & Networking Break

TRACK 1

Communications & Public Relations

10:00 am - 11:00 am

Look as Important as You Are: Beautiful, High-Quality Email Marketing for Smaller Libraries

Room: Red & Live Oak

11:15 am - 12:15 pm

At Least Seven Touches: Marketing, Promotion, and Outreach to Graduate Professional Programs

Room: Trinity 8

TRACK 2

Focus on the User

10:00 am - 11:00 am

Smarter Engagement: How Customer Insights and Targeted Messaging Can Bring Back Your Customers

Room: Trinity 6 & 7

11:15 am - 12:15 pm

"That's Happening Here?!" Evaluating the Effectiveness of In-House Marketing and Communication

Room: Pin Oak

TRACK 3

Graphic Design & Technology

10:00 am - 11:00 am

Canva 101: Modern and Attainable Graphic Design for Libraries

Room: Pin Oak

11:15 am - 12:15 pm

Infographics: Tools to Tell Your Library's Story

Room: Red & Live Oak

TRACK 4

Planning & Promoting Programs & Events

10:00 am - 11:00 am

Expanding Off-Campus Audiences at Academic Libraries

Room: Trinity 8

11:15 am - 12:15 pm

Forget Gate Counts: Assessing "Transformative" Programming

Room: Trinity 6 & 7

12:15 pm - 1:30 pm

Trinity 1-4

Lunch

TRACK 1

Communications & Public Relations

1:30 pm - 2:30 pm

From Zero Students to Thousands: Fueling a Successful Finals Week Marketing Campaign

Room: Trinity 6 & 7

2:45 pm - 3:45 pm

The Elusive Library Non-User

Room: Red & Live Oak

TRACK 2

Focus on the User

1:30 pm - 2:30 pm

Auditing and Replacing Library Signage: Maintaining Effectiveness and Relevancy After the Project Ends

Room: Pin Oak

2:45 pm - 3:45 pm

Conversion: Turning Your Web Traffic Into Foot Traffic

Room: Trinity 8

TRACK 3

Graphic Design & Technology

1:30 pm - 2:30 pm

Strategic Tools and Tips for Environmental Graphics

Room: Trinity 8

2:45 pm - 3:45 pm

Nuts, Bolts, and F-Stops: The Nitty Gritty of How to Make a Video

Room: Pin Oak

TRACK 4

Planning & Promoting Programs & Events

1:30 pm - 2:30 pm

Marking a Milestone: Celebrating Through Events, Marketing, and More

Room: Red & Live Oak

2:45 pm - 3:45 pm

Lightening Up the Library: A Case for Humor, Silliness, and General Jackassery in Library Outreach

Room: Trinity 6 & 7

3:45 pm - 4:00 pm

Snack Break

4:00 pm - 4:45 pm

Trinity 6-8

All-Conference Wrap-Up Session (optional)

Conference Activities

Networking Lunches

Buffet lunches are included with your registration on both days. We've chosen themes to help you network and find new friends.

Dining Discussions: Wednesday's lunch tables will be labeled with various library topics to connect you with people who are facing the same challenges.

Location Lunches: Thursday's lunch tables will be labeled by region to connect you with those in your general area.

Both days' options include "open" topics too. So choose any table, and you'll already have something in common with the other diners. Enjoy!

Swag Swap

The LMCC team invites you to submit your library's promotional materials for our new "Swag Swap" at the November Library Marketing and Communications Conference.

The LMCC Swag Swap will be an informal event where conference attendees can share their own promotional materials, see what colleagues have created, and take home samples for inspiration and ideas.

Are you proud of some of the materials you've used for a marketing campaign, event, or giveaway? Show them off!

Register to Participate:

Submit our online form, (www.tinyurl.com/lmcc2016-swag-swap) so we can get a count of your materials (and know how much space we need to set up). You'll get a confirmation email after sending the form. Please print a copy of it and turn it in with your materials.

Then, gather your best samples to share.

Bring/send 50 – 75 copies to the conference in Dallas. e.g. newsletters, annual reports, calendars of events, postcards, flyers, bookmarks, promotional materials for resources or services, fundraising materials, etc.

We'll set up and show off your materials at dedicated Swag Swap tables just prior to our Wednesday afternoon Snack Break, which is 3:45 pm to 4:45 pm.

Attendees can browse and pick up samples while they enjoy soft drinks and snacks after the day's final conference session.

Two Ways to Get Your Materials to Dallas and LMCC16:

- Bring them with you in your luggage (if they're not too heavy!) to the conference.
- Mail them to yourself in care of the Crowne Plaza hotel address below:
Hotel Guest [Your name here]
LMCC 2016 Attendee
Crowne Plaza Dallas near Galleria-Addison
14315 Midway Rd, Addison, TX 75001
- Drop off your Swag Swap materials at the LMCC Registration table by 2 p.m. on Wednesday, November 16. Make sure there is a printout of your confirmation email in your box or bag.



Photo by Kathy Dempsey

LMCC staffers will display your items, along with your identifying info, before the Snack Break and Swag Swap begins.

Conference Activities

Dine-Around Dinners

What is a Dine-Around?

The organizers have made reservations at various local restaurants. Each is for one large table of 10. You scan the list, choose one that intrigues you, and sign up for one of the seats. Sign-up sheets will be at the LMCC registration table.



When are the Dine-Arounds?

Wednesday, November 16. Please meet in the registration area on the second floor. Depending on the restaurant, groups will leave at either 5:30 pm or 6:00 pm.

Where are the Dine-Arounds?

We've chosen local restaurants within walking distance of the Crowne Plaza, including:

Puerto Vallarta Mexican Restaurant

.1 miles from Crowne Plaza

www.puertovallartatx.com

Price range \$6-18

Thai Star

.3 miles from Crowne Plaza

www.thaistaraddison.com

Ferrari's Italian Villa & Chop House

.3 miles from Crowne Plaza

www.ferrarisrestaurant.com

Price range: \$6-32

Vegetarian & gluten-free options available per website

The Londoner Pub

.5 miles from Crowne Plaza

www.londoneraddison.com

Price range \$5-15

Skewers Kabob House

.4 miles from Crowne Plaza

www.skewers-kabobhouse.com

Price range: \$6-24

Remington's Seafood Grill

.7 miles from Crowne Plaza

www.remingtonseafoodgrill.com

Price range: \$6-market price

Tokyo One Japanese Restaurant

.6 miles from Crowne Plaza

www.tokyo-one.com

Spring Creek Barbeque

.5 miles from Crowne Plaza

www.springcreekbarbeque.com

Chamberlain's Fish Market Grill

.7 miles from Crowne Plaza

www.chamberlainsseafood.com

Price range: \$9-40

Addison - Taste Of Chicago

.3 miles from Crowne Plaza

www.addisontasteofchicago.com

Price range: \$8-26

Fogo de Chao

.7 miles from Crowne Plaza

www.fogodechao.com/location/dallas

Blue Goose Cantina (Mexican)

.5 miles from Crowne Plaza

www.bluegoosecantina.com

Price range: \$9-20

Nate's Seafood and Steakhouse

.7 miles from Crowne Plaza

www.natesseafood.com

Price range \$10-30

How do I pay for my Dine-Around?

Each participant is responsible for their own check and gratuity. Please specify separate checks upon ordering.

Wednesday, November 16

7:30 am - 8:30 am - Registration

Trinity Gallery

8:30 am - 9:30 am - Welcome & Keynote

Trinity 4-8

Embracing Patrons: Shifting Your Communication Strategy From Interruption to Invitation

Social media and mobile technology have certainly changed the way people engage with libraries. Everyone has a card catalog in their back pocket, along with thousands of books on apps like Kindle and Audible. How can your library stay relevant (top of mind, useful) to patrons who are constantly bombarded with competing messages from brands, friends, and the media? How can your library create value in the lives of donors, volunteers, and patrons? In this keynote, **John Haydon** will share the strategies used by the most savvy nonprofits. You will see your email newsletter, your Facebook presence, your website, and even your cardholder database in a whole new light.

John Haydon is one of the most sought-after nonprofit digital marketing and online fundraising experts. He has helped hundreds of nonprofits achieve their best online marketing and fundraising results through consulting, training, and coaching, including helping Twin Cities Habitat for Humanity raise over \$215,000 during #GiveMN.

John has spoken at the Nonprofit Technology Conference, New England Federation of Human Societies, New Media Expo, BBCon, Social Media 4 Nonprofits, AFP New Jersey, Boys & Girls Clubs, SAWA, and many other annual conferences. John is also the author of *Facebook Marketing for Dummies* and *Facebook Marketing All-In-One* (both from Wiley), and a contributor to The Huffington Post, Social Media Examiner, npEngage, LinkedIn, and of course www.JohnHaydon.com.

Learn more about John at www.linkedin.com/in/johnhaydon.



9:30 am - 10:00 am - Beverage & Networking Break

Trinity Gallery

10:00 am - 11:00 am - Sessions

Bee the Change

Room: Trinity 8

Get a first-hand look at library-led community change. Learn about Grow the Solution Together (GTST), a year-long collaborative effort by a public library and its partners. GTST raised awareness about the issues facing bees and other insect pollinators and provided participants with tools to become part of the solution. Go home with ideas for ways to involve your audience in attacking a big issue, one step at a time, so you can make a difference together. Global change can start anywhere and GTST will demonstrate how your library can be in the driver's seat.

Level: Intermediate

Currently the Director of the Kokomo-Howard County (Ind.) Public Library, **Faith Brautigam** co-founded an award-winning international video contest and has been a featured presenter on cutting-edge projects at state and national conferences. She believes strongly in the power of initiatives that rely on community collaboration.

fbrautigam@khcpl.org

Lisa Fipps has built on her background in journalism to find fresh ways of inviting the community to engage with the public library, including starting the library's annual Rudolph Family Fun Run. In 2013 she led an interactive, gnome-themed summer effort for which she won the Indiana Library Federation's 2014 Sara Laughlin Marketing Award.

lfipps@khcpl.org

Market Research: Make It Better!

Room: Red & Live Oak

Librarians often undertake market research to better understand their patrons, stakeholders, and non-users. This is an excellent idea, but do you know how various types of research and questions can lead to incorrect findings? We will share examples of what not to do and how to create questionnaires and projects to gain important, usable information for your library.

Level: Intermediate

Donna Fletcher launched her career at Leo Burnett Advertising, guiding research and marketing strategies for Fortune 100 clients—Kellogg's, Pillsbury, and Procter & Gamble. In 1991, she established Donna E. Fletcher Consulting, Inc., which has facilitated and analyzed hundreds of research studies (focus groups, individual interviews, surveys). She has worked with 35 public libraries and completed over 50 research projects for them. Donna serves as a Highland Park (Ill.) Public Library trustee, and was president for 2 years. She is the Author Coordinator for the Soon to Be Famous Illinois Author Project, which won a 2015 John Cotton Dana Award. She received her B.A. in Art History from Dartmouth College.

defconsult@att.net

Everything Is Awesome: Teaming Up With Students for Library Outreach

Room: Trinity 6 & 7

Successful library outreach at Loyola Marymount University would be impossible without students. Whether it's designing an event poster, conducting community tours, spreading information via word-of-mouth, or creating content for social media, students are involved at every level of our programming and outreach efforts. This presentation will explore some of the successes (and failures) of integrating students as employees and volunteers to help promote the college library. By trusting students to carry the message of the library into the campus community, this presentation will illustrate how outreach teams can develop more efficient, organic, and creative marketing strategies.

Level: Beginner

John Jackson is the Outreach & Communications Librarian for the William H. Hannon Library at Loyola Marymount University in Los Angeles. In this role, he oversees the library's outreach efforts, including the marketing, communication, and programming administration for over 40 events a year. Prior to coming to LMU, John has worked as a Reference & Instruction Librarian and a cataloging assistant. In his daily work, he strives to bring his experience in the classroom and behind the scenes to the work of library outreach.

john.jackson@lmu.edu

Raymundo Andrade has served his alma mater, Loyola Marymount University, as Programming Librarian for more than 2 years after spending 10 years as Cataloging Library Assistant. Prior to joining LMU's library, Ray was a Library Aid at several branches of the County of Los Angeles Public Library, where he discovered the awesomeness of libraries and vowed to someday promote their awesomeness as an outreach librarian.

raymundo.andrade@lmu.edu

Library Paparazzi: Next-Level Tips for #LibrariesOfInstagram

Room: Pin Oak

Thousands of libraries are using Instagram. What's next for you in this space? Join in the practical fun with this hands-on session to learn how to use photos for community engagement and integrate Instagram into your library's overall PR & communications strategy. We'll share examples from libraries, museums, and archives that are doing excellent work in this space and you'll leave with ideas you can implement immediately.

Level: Intermediate

Sophie Brookover is a Program Coordinator and the Social Media Manager for LibraryLinkNJ, the New Jersey Library Cooperative. A 2006 *Library Journal* Mover & Shaker, Sophie is devoted to finding and highlighting the places where popular culture and public service intersect. She is on the planning committee for the Telling Untold Histories Unconference, and has been active for many years in the Young Adult Library Services Association and the Association for Library Service to Children. Sophie earned her library degree at the University of Toronto.

sbrookover@librarylinknj.org

Claire Schmieder is an Adult Services Librarian at Cherry Hill (N.J.) Public Library, where she manages the Adult Summer Reading Program and serves on the library's social media committee. She's the chair of the NJ Library Association's Member Communications Committee and a member of the planning committee for the annual Telling Untold Histories Unconference, the first public history unconference in New Jersey. In her free time, Claire goes to concerts, plays way too many video games, and hunts for treasures at thrift stores. Her graduate degrees in public history and library science are both from Rutgers University.

cschmieder@chplnj.org

11:15 am - 12:15 pm - Sessions

How Design Thinking Renewed our Libraries

Room: Trinity 8

The World Bank Group (WBG) Library reinvented its service model in 2013, going from a basic repository model to a dynamic learning space. Julia Poblete will explain how the transformation renewed enthusiasm and created awareness of the library. Then Cheryl Mascarenhas of the International Monetary Fund (IMF) will discuss her experience with a corporate library remodel. This autumn, the Joint Bank-Fund Library will return to the IMF's main headquarters building in Washington, D.C. after being in a temporary office for the last 4 years. In both cases, design thinking made it possible to develop open, inviting, multifunctional spaces. This presentation is not about reaching success, but about starting the journey. We have not done everything perfectly, but we hope our stories will inspire others to try.

Level: Intermediate

In 2001, **Julia Poblete** received her M.L.I.S. from the University of Maryland in College Park. Concentrating in Research Services, she worked as a Research Librarian for the World Bank Group until 2008, when she was asked to develop a new Communication and Learning unit for the WBG Library.

jpoblete@worldbankgroup.org

Cheryl Mascarenhas received a B.S. in Business with a concentration in Marketing in 2013 from Argosy University in Washington, D.C. She's worked at the International Monetary Fund (IMF) in D.C. since 1985. At first, her primary focus was IT Services and systems management. Then in 2010, during a temporary assignment in the IT communications group, she developed an appreciation for communications. In 2014, she moved to the IMF's Joint Bank-Fund Library as a Communications Officer, where she developed a communications strategy and provided outreach and marketing for library services.

cmascarenhas@imf.org

What Librarians Can Learn from Corporations and Ad Agencies

Room: Red & Live Oak

A librarian and veteran of the marketing communications teams at Research Libraries Group and Innovative Interfaces opens the doors to techniques that companies and ad agencies use to persuade the world. Topics include turning awareness into action, the psychology of buyer decisions, digital marketing/social media, inbound marketing, email marketing, strategy, promotions, sales integration, and marketing libraries to parent institutions. Topics will be relevant to academic and public libraries.

Level: Intermediate

Spenser Thompson, M.A., M.L.I.S. has worked in marketing communications for Research Libraries Group (now part of OCLC) and Innovative Interfaces (an ILS company). He has worked at special and academic libraries as a marketing consultant to Burlingame Public Library (CA) and as a librarian at the National Service Learning Clearinghouse and Sofia University. He also holds a master's degree in Psychology and is interested in where business, libraries, and psychology intersect. He blogs at www.marketinglibraries.com.

spenserwrites@gmail.com

Your Library Outside the Walls: Going Where Your Patrons Are

Room: Trinity 6 & 7

Finding ways to engage our patrons outside our buildings and in the community has become a popular outreach method for many libraries. With library services as mobile as ever, hear how three libraries are taking library services to the people with book bikes and pop-up libraries. Topics covered include budgets, research and planning, event staffing and workflow management, partnership development, incorporating technology, branding, print and social media marketing, and more. With examples from both the public and academic sphere, there are takeaways for every librarian.

Level: Intermediate

Sara DeVries is the Community Relations Manager for Herrick District Library where she enjoys serving as a storyteller, designer, collaborator, and communications strategist. Sara is passionate about learning and enjoys connecting both people and organizations. She spent 10 years in college administration while also teaching leadership studies courses before coming to Herrick District Library in 2012. Sara holds a Master's degree in leadership studies from the University of St. Thomas in Minneapolis/St. Paul.

sdevries@herrickdl.org

Matt Wilford is the Marketing & Communications Manager for Traverse Area District Library in Traverse City, Michigan. Prior to working in the public library setting, he served as Director of the College of Creative Arts at Interlochen Center for the Arts and formerly as the Director of Adult & Community Education for Wayland Union Schools. Matt earned a Master of Public & Nonprofit Administration degree at Grand Valley State University. He is passionate about being a connector and fostering strong relationships with others in the community.

mwilford@tadl.org

Sarah Dauterive is an Instruction and Reference Librarian at Nicholls State University in Thibodaux, Louisiana. Between reference desk shifts and teaching freshmen in UNIV 101, she spends her time thinking of ways to use technology to make the library more user-friendly. Prior to joining Nicholls State University, she was Librarian at East Mississippi Community College where she opened the Thelma Briggs McConnell Archives and Special Collections, renovated the library website, and built and taught a research methods for freshmen course.

sarah.dauterive@nicholls.edu

Manage Your Social Media in 5 Minutes a Day

Room: Pin Oak

Do you ever find yourself saying “I don’t have time to do social media”? Help is here! An effective content management strategy can streamline your social media work, saving time and ensuring you don’t miss engagement opportunities. The presenter will share her content management strategy, which includes an evolving and adaptable content calendar, targeted timing of social media posts, planned social media scheduling, strategies for creating content, and information on gathering statistics in order to evaluate your social media engagement. With some upfront work and a cycle of constant assessment, your library’s social media presence will be fresh and relevant to your users.

Level: Intermediate

Anne Marie Watson is the Library Marketing & Events Coordinator at Red Deer College, a 7,000-student community college in Red Deer, Alberta, Canada. She has managed the library’s social media presence for over 10 years and has presented on library and social media topics at the local, provincial, and national level. Anne Marie has worked in public, special, and academic libraries, and believes in the power of social media to positively affect communities.

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annemarie.watson@rdc.ab.ca

12:15 pm - 1:30 pm - Lunch

Trinity 1-4

1:30 pm - 2:30 pm - Sessions

The Librarian as Candidate: How to Activate Voters and Constituents for Support

Room: Trinity 8

Voters, constituents, and donors behave the way they do regarding public libraries for specific reasons, and very little of it has to do with what conventional wisdom says in the industry. Most of what drives their behavior—at the polls, when you ask them to advocate, or when you appeal to them for donations—is not their own user experience, but is instead their perceptions and attitudes of two things: 1) the public library as an institution, and 2) the people who work there as engaged, passionate people who serve the community. In this session, EveryLibrary’s Executive Director will share critical public-perception data and field-tested messaging to activate those perceptions to help you shape more effective marketing for your library. You will learn short, actionable messaging and marketing techniques to begin to update citizens’ perceptions and to change their attitudes in your favor.

Level: Intermediate

John Chrastka is Founder and Executive Director of EveryLibrary, the first nationwide political action committee (PAC) for libraries. EveryLibrary provides pro-bono strategic and tactical support to library communities when they are on the ballot. Since 2012, they have helped libraries win over \$100 million at the ballot box. Chrastka is a former partner in AssociaDirect, a Chicago-based consultancy focused on supporting associations in membership recruitment, conference, and governance activities. He is a former President and member of the Board of Trustees for the Berwyn (Ill.) Public Library (2006–2015) and is a former President of the Reaching Across Illinois Libraries System (RAILS) multi-type library system. Prior to his work at AssociaDirect, he was Director for Membership Development at the American Library Association.

john.chrastka@everylibrary.org

Brian D. Hart is Director of Special Projects and Initiatives for EveryLibrary. As such, he is at the confluence of a national conversation about the image of librarians and librarianship among the public. He has an M.L.I.S. from the University of South Carolina, where he was awarded the Ethel Bolden Minority Scholarship. He was formerly the Assistant Director for Middle Georgia Regional Library System in Macon, GA., and is currently pursuing a Masters of Public Administration from Georgia College and State University. Brian was selected as a 2014 Emerging Leader by ALA and *Library Journal*. He is a member of the Board of Directors of the Black Caucus of the ALA (BCALA) and is a member of the North Carolina Library Association (NCLA).

brian.hart@everylibrary.org

Heidi Nagel was asked to head up Kent District Library's Communications Department in 2012, partly due to her experience with several library millage campaigns. Before that, she was KDL's Training Manager for 4 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 (N.Y.).

hnagel@kdl.org

More Than Icing: Positioning Your Marketing Campaigns for Success

Room: Red & Live Oak

Too often the marketing of a new library initiative is considered the icing on the cake, rather than part of the cake itself. This presentation will show how projects have a better chance for success when the marketing (and the staff responsible for marketing and outreach) are part of the project's development, rather brought in at the end to "spread the word." Case studies from several different academic libraries will be shared, illustrating both successful initiatives where marketing considerations were part of the project's strategy, as well as lessons learned when communications were an afterthought. Attendees will leave this session with an understanding of the steps needed to ensure the success of their marketing campaigns, from the planning stages to final assessment.

Level: Intermediate

Anne Peters is the Director of Library Communications at The University of Texas at San Antonio Libraries. She holds a bachelor's degree in Communication from Stanford University, and a master's degree in Higher Education Administration from the University of Vermont. Anne has 22 years of experience doing strategic communications, branding, project management, website content development, and social media for higher education institutions.

anne.peters@utsa.edu

Patrick Zinn is the Marketing Manager for the University Libraries at Texas A&M University. After graduating from Texas A&M, Patrick went on to build a 22-year career in New York City working in advertising, public relations, and marketing including serving as the Vice President/Creative Director for Cohn & Wolfe Public Relations for over 10 years before returning to Texas. Patrick has expertise in branding, internal communications, graphic design, special event marketing, and social media strategies.

pzinn@library.tamu.edu

Connecting With the Community Is a #WinningStrategy

Room: Trinity 6 & 7

Somerset County Library System of New Jersey's (SCLSNJ) Library Card Sign-Up Month business partnership and community outreach campaign aligns with the American Library Association's National Library Card Sign-Up Month campaign. During September, SCLSNJ partners with businesses throughout Somerset County, giving the library system a chance to support local growth in these areas while encouraging community members to visit their local libraries to get cards. SCLSNJ utilized Infogroup's Patronlink technology in order to achieve a number of goals, including identifying ideal areas for direct mail outreach, training staff about the importance of accurate data entry, and identifying and contacting small- and medium-sized businesses of four team members or more to encourage

participation. In the campaign's inaugural year, SCLSNJ reported an increase in both library card sign-ups and positive press coverage.

Level: Intermediate

Carolann DeMatos is a creative professional, social media maven, design educator, photographer, and literature aficionado who resides in Somerset County, N.J. In 2014, DeMatos left the world of Corporate America and decided to use her marketing powers for good by joining the 10-branch Somerset County Library System of New Jersey. In her tenure, DeMatos has spearheaded a number of marketing campaigns, two of which have received New Jersey Library Association marketing awards in 2014 and 2015. DeMatos has an M.S. from New York University in Digital Imaging and Design, and a B.A. from Rider University in Multimedia Communications and Advertising.

cdematos@sclibnj.org

Dan Erker joined Infogroup in August 2008. As Senior Account Manager, he is responsible for working with public, academic, and special libraries. His background includes 15 years in sales and implementation of statewide software applications for election and voter registration. He attended Creighton University in Omaha, Nebraska.

dan.erker@infogroup.com

Shut Up and Listen: How We Used Social Listening to Connect With Students and Build a Community

Room: Pin Oak

In social media, content creation is often king. The University of North Florida's Thomas G. Carpenter Library has refocused its efforts away from original content in an effort to focus on listening and engagement. This practice has led the Carpenter Library to build a reliable, friendly, and helpful online community that has inspired other departments on campus to do the same. By monitoring keywords, hashtags, and geotags, library staff has kept tabs on what students have to say about the library's various services, resources, spaces, employees, and more. Over the past 2 years, follower counts on Facebook and Twitter have almost doubled, as have engagements such as likes and shares. This presentation will share a variety of exchanges and informal data points that have been generated by using social listening, how other libraries can easily follow suit, and ways in which the Carpenter Library plans to move forward.

Level: Beginner

Maria Atilano is the Marketing and Student Outreach Librarian at the University of North Florida's (UNF) Thomas G. Carpenter Library in Jacksonville. She began working in academic libraries in 2002 as a student employee while studying at the University of North Carolina at Greensboro. Before becoming a librarian, Maria held staff positions as Library Services Specialist in Public Services and Sr. Library Services Associate in Special Collections at UNF. She graduated with her M.L.I.S. from Florida State University in 2012. Maria's professional interests include social media, marketing, graphic design, student outreach, instruction, and reference services.

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2:45 pm - 3:45 pm - Sessions

The Library as Cause: Lessons from Winning Campaigns

Room: Trinity 8

Successful political candidates know the right way to connect with their own voters, and to sway voters who self-identify as independent. They know when to disregard voters who are unreachable, and how to frame their opposition in terms that deepen a relationship with, again, their own voters. In this session, EveryLibrary's Executive Director will conduct practical message-development exercises using tools from winning political

campaigns to build, frame, and help you effectively deploy communications about your library and staff. We will explore both positive and opposition messaging, begin to develop your quick-pitch deck, and provide useful take-home exercises for staff at all levels.

Level: Intermediate

John Chrastka is Founder and Executive Director of EveryLibrary, the first nationwide political action committee (PAC) for libraries. EveryLibrary provides pro-bono strategic and tactical support to library communities when they are on the ballot. Since 2012, they have helped libraries win over \$100 million at the ballot box. Chrastka is a former partner in AssociaDirect, a Chicago-based consultancy focused on supporting associations in membership recruitment, conference, and governance activities. He is a former President and member of the Board of Trustees for the Berwyn (Ill.) Public Library (2006–2015) and is a former President of the Reaching Across Illinois Libraries System (RAILS) multi-type library system. Prior to his work at AssociaDirect, he was Director for Membership Development at the American Library Association.

john.chrastka@everylibrary.org

Brian D. Hart is Director of Special Projects and Initiatives for EveryLibrary. As such, he is at the confluence of a national conversation about the image of librarians and librarianship among the public. He has an M.L.I.S. from the University of South Carolina, where he was awarded the Ethel Bolden Minority Scholarship. He was formerly the Assistant Director for Middle Georgia Regional Library System in Macon, GA., and is currently pursuing a Masters of Public Administration from Georgia College and State University. Brian was selected as a 2014 Emerging Leader by ALA and *Library Journal*. He is a member of the Board of Directors of the Black Caucus of the ALA (BCALA) and is a member of the North Carolina Library Association (NCLA).

brian.hart@everylibrary.org

Heidi Nagel was asked to head up Kent District Library's Communications Department in 2012, partly due to her experience with several library millage campaigns. Before that, she was KDL's Training Manager for 4 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 (N.Y.).

hnagel@kdl.org

A Year of Outreach: How to Plan, Market, and Execute 365 Days of Services Without Going Crazy

Room: Red & Live Oak

Join Engineering Subject Librarian Lauren Todd, as she runs through her yearly marketing timeline and outlines her plans of attack for scheduling classes, events, newsletters, and other activities. This session will offer practical advice and solutions that attendees can implement at their libraries. They will also have the opportunity to map out, "calendar," and organize their individual marketing plans (and hopes).

Level: Intermediate

Lauren Todd currently works as the Engineering Subject Librarian at Washington University in St. Louis, where she is solely in charge of instruction and outreach to 88 tenured and tenure-track professors, 40 additional full-time faculty, 1,300 undergraduate students, and more than 1,000 graduate students. This journalist-turned-librarian earned her bachelor's in Journalism from Northwestern University, and she previously worked as a page designer at the *Arizona Daily Star* and interned at the *St. Louis Post-Dispatch*, the *Cape Cod Times*, and the *Sacramento Bee*. She received her M.L.I.S. from the University of Missouri in 2011 and has worked at several St. Louis public and academic libraries. In her free time, she enjoys running, yoga, bad reality shows, and spending time with her husband Jason Rosenbaum, a political reporter for St. Louis Public Radio, and her young son.

lauren.todd@wustl.edu

Help Me Out Here: Vendor Participation in Library Marketing Efforts

Room: Trinity 6 & 7

Did I spot you flinching? Is that because you just cut a giant check for a database license only to turn around and devote time, energy, and more money to marketing and promoting the resource to your users? The time has come for librarians to rethink the origin of their marketing materials. This session will encourage and support librarians and library staffers as they plan to work with vendors to market their products, not to a library, but to the patrons! Attendees will leave the session with a list of questions to ask vendors and with tried-and-true approaches for vendor/library collaborative marketing. The session will also include tips for gathering giveaways, suggestions for offering useful vendor-sponsored sessions, and more. This high-energy session will include heaps of audience participation and practical skills development.

Level: Intermediate

Corie Dugas is the Head of Outreach and Access Services at Saint Louis University's Immel Law Library and the Executive Director of the Mid-America Law Library Consortium. Dugas spends a lot of time and energy connecting people to resources and services, promoting the awesomeness of law libraries, and trying to find ways to get her cat on social media (#FatCatFriday). She is an active local, regional, national, and international speaker and has presented on strategic thinking, project management, and numerous marketing and public relations strategies.

cdugas@slu.edu

Library 101: Developing and Assessing a Social Media Campaign

Room: Pin Oak

The new school year is an ideal opportunity for academic librarians to establish or build upon relationships with new and returning students via social-media-based communication. In the fall semesters of 2015 and 2016, we used multiple social media networks to address some of the questions we knew students had about using the library, such as the use of our printers, the accessibility of textbooks, and the locations of study spaces. Social media and Google Analytics data from the campaign can help us understand what content was engaging, brought us new followers, and took users to the library website. This presentation will report on the results of 2 years of this analysis and offer suggestions for other librarians seeking to assess a social media campaign.

Level: Intermediate

Jessica Hagman is the Social Media Coordinator & Subject Librarian for Scripps College at the Ohio University Libraries, where she has worked since 2008. She holds an M.L.I.S. from the University of Wisconsin–Madison and an M.A. in Organizational Communication from Ohio University. Her interests include social media for library communication, library services for graduate students, and issues of professional identity for academic librarians.

hagman@ohio.edu

3:45 pm - 4:45 pm - Snack Break and Swag Swap

Trinity Gallery

5:30 pm & 6:00 pm - Leave for Dine-Arounds



Thursday, November 17

8:00 am - 8:30 am - Registration

Trinity Gallery

8:30 am - 9:30 am - Welcome & Keynote

Trinity 4-8

Influencing the Branch Experience — A Marketing Approach

Why are library branches so often a poor reflection of the great services, resources, and staff we have? In this visual and interactive session, Tina Thomas from the Edmonton Public Library in Canada, *Library Journal's* 2014 Library of the Year, will demonstrate how EPL is bringing its award-winning brand inside its locations. With a focus on system-wide standards, signage, wayfinding, merchandising, and recommendations, EPL is embracing a retail approach to its branches to better showcase services and to change the perception of libraries.

Tina Thomas is the Executive Director of Strategy & Innovation at the Edmonton Public Library (www.epl.ca) where she leads technology services, research and assessment, marketing, fund development and is responsible for leading system wide teams in implementing the EPL Business Plan and other organizational priorities.

She joined EPL in spring 2009 after 14 years in the private sector. She has experience in a broad base of business disciplines including product and solution marketing, strategy, market analysis, and business development. She holds an executive M.B.A. from Queen's University, a Bachelor of Commerce from the University of Alberta, and a CPA-CMA professional accounting designation. Tina was the main champion and leader behind EPL's award-winning rebranding project.

In 2013, she was named Capital Communicator of the Year by the International Association of Business Communicators, Edmonton Chapter. In 2011, she was honored as a *Library Journal* Mover and Shaker as well as one of the Top 40 under 40 by *Avenue Magazine*. At one point she could say "Do you have these shoes in size eight?" in more than six languages. Tina is also easily bribed with good chocolate.

Learn more about Tina at www.linkedin.com/in/tina-thomas-1480b211.



9:30 am - 10:00 am - Beverage & Networking Break

Trinity Gallery



Look as Important as You Are: Beautiful, High-Quality Email Marketing for Smaller Libraries

Room: Red & Live Oak

Every day, library staff members do the hard work of serving their communities, but when you're in a smaller library, it can be difficult to find time to communicate your message in a consistent and professional-looking way. Learn how to make your email marketing better (or how to initiate it) by building and managing email lists, planning a schedule, and creating email templates. We will discuss how to create beautiful and content-rich emails that get to the right in-boxes, but that don't require a dedicated marketing team. Learn to promote your programs and services in a way that illustrates how important your library is to your community.

Level: Beginner

Jennifer Butler Keeton is the Programming/Publicity Coordinator at Florence-Lauderdale (Ala.) Public Library (FLPL), where she has worked for 10 years and has been managing email marketing for 8 years. In 2015, she began revamping FLPL's email marketing after attending Marketing United, an email marketing conference, in Nashville, Tenn. She has an M.A. in English from the University of North Alabama.

jennifer@fpl.org

Smarter Engagement: How Customer Insights and Targeted Messaging Can Bring Back Your Customers

Room: Trinity 6 & 7

You try sending emails to your customers but it takes a lot of time and you just aren't sure if your efforts are effective. You have no idea who you're emailing, what they like or need, or even if they are engaging with your library after opening your emails. Like many libraries, yours may be data-rich but insights-poor. With the right tools, your library can save time and valuable resources while benefiting from data to market library services and measure results. Targeted emails are measurable and effective at nurturing relationships and engaging customers. Get results by learning how you can better market services and engage customers to influence their use of the library.

Level: Intermediate

Nickie Harber-Frankart is the Principal, Business Development and Marketing Officer, at OrangeBoy, Inc. and has extensive knowledge of public libraries. She serves as a subject matter expert sharing her expertise from working with more than 15 library systems in North America. Nickie has more than 13 years of professional experience in strategic planning, marketing management, customer segmentation, and business development. She has spoken on the topic of using customer intelligence as a tool to lead planning and marketing at eight different library-industry events.

nickie@orangeboyinc.com

Chris Rice is the Marketing Manager at the Public Library of Cincinnati and Hamilton County. He received his B.A. and M.A. in Telecommunications from Indiana University where he was part of the Masters of Immersive Mediated Environments (MIME) program. Before joining the library, Chris was part of the marketing team at Indiana University Health Bloomington. When he's not spending time with his wife and daughter, Chris enjoys martial arts, Legos, and reading.

Christopher.Rice@cincinnatilibrary.org

Canva 101: Modern and Attainable Graphic Design for Libraries

Room: Pin Oak

This presentation is all about Canva, a free web-based graphic design tool. The speaker will introduce the tool and its core features, discuss some of the basic principles of contemporary graphic design (including fonts, spacing, color schemes, etc.), and review some of the technical drawbacks to Canva in an effort to mitigate problems that may occur among new users. She will also briefly summarize some of the enhanced features in Canva For Work, a premium version that Canva offers free for institutions with nonprofit status. The goal of this session is to help librarians modernize their overall aesthetic in social media, event fliers, LibGuides, and more. The presenter will include some before-and-after images of her own work in Canva and discuss the positive feedback she has received from students, staff, and administrators. *Note: This is for beginners, not for people with moderate experience in Canva or other graphic design tools.*

Level: Beginner

Nicole Karam is the Serials Librarian at the Community College of Philadelphia (CCP), and has worked in academic libraries in Philadelphia for the last 10 years. She has an M.L.I.S. from Drexel University. Prior to CCP, she was the Serials & Acquisitions Librarian at Drexel University's Thomas R. Kline School of Law. In her current position, Nikki manages her library's Facebook and Instagram accounts, oversees the physical signage of the library, and assists the Outreach Librarian with event fliers and displays.

nkaram@ccp.edu

Expanding Off-Campus Audiences at Academic Libraries

Room: Trinity 8

Booth Library, on the rural campus of Eastern Illinois University, has a multi-year history of providing informative and comprehensive exhibit/program series. In fact, the library has received state and national honors based on its programming efforts. However, these program series on a broad range of topics attracted mostly academic, on-campus audiences. In 2013, a coordinated effort began to entice audience members from the greater community. Through expanded publicity, community partnerships, and increased communication, Booth Library expanded its community audience by 70 percent from 2013 to 2015, and those numbers have remained steady in 2016. This presentation will detail how we did it and why we feel it's important to make Booth Library more visible and connected to non-academic audiences.

Level: Intermediate

Beth Heldebrandt has served as Public Relations Director at Booth Library, Eastern Illinois University (EIU), for about 4.5 years. In this position, she handles library publicity, manages social media, plans programming, designs publications, and writes grants, among other duties. She is a member of ALA and LLAMA, and is active in the LLAMA Public Relations and Marketing Section. Prior to her library career, Beth served as a writer/editor at a community newspaper for 22 years. She has been an adjunct instructor of journalism at EIU for 12 years and works as a freelance writer for regional publications. Beth earned a bachelor's degree in journalism from Southern Illinois University–Carbondale in 1989 and a master's in English from EIU in 1999.

emheldebrandt@eiu.edu



Photo by Jennifer Burke

At Least Seven Touches: Marketing, Promotion, and Outreach to Graduate Professional Programs

Room: Trinity 8

A common piece of marketing wisdom is that it takes seven “touches” for a customer to accept your call to action. Newer research suggests it’s actually more than that—people need to see, hear, and be reminded of something many, many times before they’ll do anything about it. My small academic branch library takes this wisdom seriously, especially since we serve mostly graduate professional students who “don’t need” the library. With a small staff and limited budget, we still spend a lot of time and energy on outreach, promotion, and marketing to build solid patron relationships and to increase uptake of our services. This session will highlight more than a dozen of our approaches, as well as the principles that guide all our outreach and promotion projects. I’ll discuss obstacles and challenges, explore how we decide what’s worth doing, and explain how we know what works.

Level: Intermediate

Karen Munro is Head of the University of Oregon–Portland Library & Learning Commons. Previously she was the E-Learning Librarian at UC Berkeley and the Literature Librarian at the University of Oregon.

kmunro@uoregon.edu

“That’s Happening Here?!” Evaluating the Effectiveness of In-House Marketing and Communication

Room: Pin Oak

This session will provide guidelines and protocols for librarians to conduct unobtrusive observational research in order to better understand patron behavior and, ultimately, to better communicate with their patrons. Learn how to use this open access toolkit which includes a handbook for observational research, the instrument for recording data, a map and coding information sheet, and a customized Excel data tool.

Level: Intermediate

Reilly Curran is a Research Services Librarian and the Lead Librarian for User Outreach at Seattle University. She has an M.L.I.S. from the University of Washington and a B.A. in Humanities & History from Seattle University.

curranr@seattleu.edu

Heather Newcomer is a Research and Instruction Librarian at the Campus Library serving University of Washington Bothell and Cascadia College. Although she has no cats or tattoos and only a few cardigans, she loves reading, librarianing, and improving library UX.

hdn3@uw.edu

Infographics: Tools to Tell Your Library’s Story

Room: Red & Live Oak

Want to communicate your organization’s impact or contributions to a specific audience? Infographics can transform overwhelming library data and statistics into visually compelling messages. They can share the results of a survey through numbers and images. Infographics can also tell a story about an area of the library, such as special collections, digital scholarship, services to students, and more. This presentation will share how one institution is using infographics as part of the libraries’ message to faculty and graduate students in a twice-a-semester newsletter. We will explore free online tools for creating your first infographic, discuss scaling infographics into professional design software, share several examples of infographics featured in a library newsletter, and

address technical challenges that may occur when embedding infographics in online email marketing tools or Drupal pages.

Level: Intermediate

Rosan Mitola is an Outreach Librarian at the 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 information literacy instruction. Her primary research interest is co-curricular contributions to student success. She has presented and published on creating a professional development workshop program for student employees and implementing and assessing a peer-assisted learning program.

rosan.mitola@unlv.edu

Jason Aubin is the Special Projects Coordinator for the UNLV University Libraries, where he provides project management expertise and guidance for librarywide initiatives, events, and projects. Jason also serves as the chair of the Campus Communications and Marketing Committee. 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.

Jason.aubin@unlv.edu

Forget Gate Counts: Assessing “Transformative” Programming

Room: Trinity 6 & 7

One of the five strategic goals of the William H. Hannon Library is to contribute to “formative and transformative education of the whole person through outreach and programming.” Through events such as the annual Haunting of Hannon, the Hannon Human Library, and the Spring Women’s Voices series, the library outreach team at Loyola Marymount University seeks to create experiences that reach beyond connecting students to information resources and highlight the library as a transformative force in student life. Measuring the success of these experiences requires targeted evaluation methods similar to those used for library instruction. This presentation will outline the design, workflow, and results of applying evaluation methods created for library instruction toward library outreach and programming, including the formation of a rubric and student learning outcomes.

Level: Intermediate

John Jackson is the Outreach & Communications Librarian for the William H. Hannon Library at Loyola Marymount University (LMU) in Los Angeles. In this role, he oversees the library’s outreach efforts, including the marketing, communication, and programming administration for over 40 events a year. Prior to coming to LMU, John worked as a Reference & Instruction Librarian and a Cataloging Assistant. In his daily work, he strives to bring his experience in the classroom and behind the scenes to the work of library outreach.

john.jackson@lmu.edu

12:15 pm - 1:30 pm - Lunch

Trinity 1-4

From Zero Students to Thousands: Fueling a Successful Finals Week Marketing Campaign

Room: Trinity 6 & 7

How do you go from a finals week event attended by two patrons to a week of successful, large programs? How do you design a marketing campaign that goes from feedback like “I wish I had known about that event” to “It’s just known: everybody comes to this”? Join me as I explain a progression of finals week programming, including the Night of a Thousand Donuts, a finals carnival, baby goats, and a coffee bar. Along the way, we learned critical lessons about the importance of getting buy-in from everyone from library administration to students; partnering with campus organizations; and creating a multi-faceted, well-planned print and social media marketing campaign that resonates with students. After several years, our finals week programming is featured on campus tours, touted by campus administration, and attended by thousands of students looking for stress relief and nourishment.

Level: Beginner

Holly Flynn is the Outreach Librarian at Michigan State University Libraries. In this capacity, she supervises two full-time graphic artists and directs the marketing/PR for all library events. Holly also promotes the library through tours, resource fairs, and activities such as finals week programming and the annual open house.

flynnhol@msu.edu

Auditing and Replacing Library Signage: Maintaining Effectiveness and Relevancy After the Project Ends

Room: Pin Oak

In Fall 2012, the College of Staten Island Library initiated an exhaustive library signage audit and replacement project. Over 500 signs were found to contain outdated language, be punitive in tone, have inconsistent branding, and relay confusing messages. After the removal of the signs, three new designs were presented to focus groups of students, librarians, and staff for evaluation. This presentation will address the steps following an audit and replacement project: maintenance, effectiveness, and relevance. The presenter will discuss the importance of focus groups and buy-in (from colleagues) as major determinants of signage effectiveness. He will also discuss important findings from the focus groups, such as selecting the right image to use in a sign, placement, ADA compliance, font types, verbiage, branding, tone, and size. Most importantly, signage effectiveness is best achieved through clear communication of its meaning and through internal staff buy-in.

Level: Intermediate

Mark Aaron Polger is the First Year Experience Librarian and Information Literacy Instructor at the College of Staten Island, part of the CUNY system. He is responsible for promoting library services and resources to first-year students and coordinating the library’s participation in New Student Orientation. He also teaches LIB 102, the elective Information Literacy course targeted to first-year students. Polger’s research interests include library marketing, outreach, and user experience design. Polger has been a librarian since 2000 and has been an adjunct instructor since 2005. He is originally from Montreal, Quebec, Canada and moved to New York City in 2008.

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Strategic Tools and Tips for Environmental Graphics

Room: Trinity 8

At The University of Texas at San Antonio, we've chosen a dynamic and innovative approach for our environmental graphics (poster, monitors, digital wallpapers). These graphics tell your story, and in an ideal world they should be constantly changing to keep your patrons' interest. Part of how we address this particular "content beast" is by taking advantage of easy-to-use tools to quickly produce awesome design templates. These templates allow us to be spontaneous and establish a strategy based on fast turnover and messaging immersion, without sacrificing consistent branding and professionalism. This presentation will cover the ins and outs of designing effective templates without a graphic designer, and conveying messaging in a graphically engaging way. We'll share case studies from our library and others that have fully leveraged environmental graphics in their spaces.

Level: Beginner

Ryan Schoensee supports The University of Texas at San Antonio (UTSA) Libraries' communications activities and events. He is responsible for the organization and execution of a broad range of initiatives, including the development of news and other content for digital and printed communications. Ryan has a B.A. in Communications with a focus in Social Interaction and is pursuing an M.S. in Technology Management from UTSA.

ryan.schoensee@utsa.edu

Anne Peters is the Director of Library Communications at The University of Texas at San Antonio Libraries. She holds a bachelor's degree in communication from Stanford University, and a master's degree in higher education administration from the University of Vermont. Anne has 22 years of experience doing strategic communications, branding, project management, website content development, and social media for higher education institutions.

anne.peters@utsa.edu

Marking a Milestone: Celebrating Through Events, Marketing, and More

Room: Red & Live Oak

A milestone event provides an excellent opportunity to engage your audience in an exciting way. Find out what two libraries—one public and one academic—did during their recent anniversary celebrations to connect with their communities and partners through programs, events, marketing, and communications. Hear about lessons learned and challenges overcome in planning for a memorable day or year.

Level: Intermediate

Although **Mary Altman** is relatively new to the library industry, she has 30 years of general consumer marketing, event planning, communications, and partnership development experience in the tourism, attractions, and golf industries. Currently the Marketing and Communications Manager for Mid-Continent Public Library since February 2015, she was the Director of Marketing for the World Golf Hall of Fame and IMAX Theater in St. Augustine, Fla. She is a graduate of William Jewell College in Liberty, Mo., where she majored in English and served as its Sports Information Director.

maltman@mymcpl.org

Tami Back is the Associate Director of Strategic Communications and Outreach for William & Mary Libraries, where she has led the communications and outreach program since 2012. She comes to W&M with a background in public relations and journalism. She served as Communications Coordinator for the City of Hampton, Va., where she managed crisis communications, media relations, and marketing. Prior to her work in local government, she was a reporter for the *Daily Press*, covering education and community life. She has a master's degree in English from Old Dominion University.

tback@wm.edu

The Elusive Library Non-User

Room: Red & Live Oak

People who don't visit the library present a special challenge to the staff. It's hard to identify why they don't use the library because they typically ignore surveys or focus groups. Without knowing what their needs are, it's difficult to identify services and programs that will attract them. Don't give up! I'll share successful techniques to gain insights about non-users and how to turn them into users.

Level: Intermediate

Donna Fletcher, President of Donna E. Fletcher Consulting, Inc., has 30 years of experience as a creative researcher and strategist. She develops innovative market research studies (focus groups, interviews, surveys) to uncover consumers' attitudes and beliefs that help libraries create data-based strategic and marketing plans. She gained a firsthand understanding of the challenges libraries face while serving as a Highland Park (Ill.) Public Library trustee and board president. She has worked with 35 public libraries and completed over 50 research projects for them. Donna launched her career at Leo Burnett Advertising in Chicago, guiding strategy and advertising development for Kellogg's, Pillsbury, and Procter & Gamble. "The Elusive Library Non-User" was originally an ALA program that was so popular, it had standing room only. Donna received her B.A. in Art History from Dartmouth College.

defconsult@att.net

Conversion: Turning Your Web Traffic Into Foot Traffic

Room: Trinity 8

As library offerings go digital, patrons and non-patrons alike rely on the library website for information and access. How do we encourage these virtual visitors to walk through our physical doors? In this session, we'll apply frameworks and metrics from digital advertising, including conversion funnels and customer journey mapping, to turn web traffic into foot traffic.

Level: Intermediate

Trey Gordner is a rising Product Manager and Library Software Entrepreneur. Going from special collections to startups, Trey has spent the past few years at the forefront of information access. His current project, Koios, is a browser app that adds results from the library to Google and Amazon, making it as easy to borrow as to buy.

trey@koios.co

Nuts, Bolts, and F-Stops: The Nitty Gritty of How to Make a Video

Room: Pin Oak

You know video is a powerful storytelling medium—a way to educate, inspire, and connect with your audience of library lovers and even with skeptics. You know you need to share your library's story in a wide, compelling manner. You also wonder why more people don't "get" or know about all the cool things that go on in a library these days. But how can you successfully share your messages? Video is the answer you need. You can do video marketing cheaply, easily, and effectively. To prove it, I'm going to give you affordable gear recommendations, show and tell you about the software you need ... *and* we're going to create a video right in this session!

Level: Intermediate

Jennifer E. Burke is President of IntelliCraft Research LLC, a strategic marketing consultancy for libraries, in Philadelphia. She holds an M.S.L.I.S. from Drexel University and also spent 5 years as an IMLS Fellow in Drexel's Information Studies Ph.D. program working on digital libraries and education. She's a former advertising executive; a member of ALA, SLA, and AIIP; and a trainer on strategic storytelling in marketing. She's been busy planning, shooting, and editing videos for clients and nonprofits and wants to show you how to do so too.

jburke@intellcraftresearch.com

Lightening Up the Library: A Case for Humor, Silliness, and General Jackassery in Library Outreach

Room: Trinity 6 & 7

People who do outreach (including programming and display work) in academic libraries may feel pressure from administrators to be more formal and "safe" in what they produce. Those who do this work have found that the opposite is what students want and what donors enjoy. The presenters will show that silliness brings in a student audience, engages external constituents, and endears both groups to the library. Discussions will cover how to sell colleagues on silly ideas, how to obtain feedback from patrons, and dealing with silliness detractors. Interactive elements will include brainstorming on how to bring silliness into every library. Best practices and concrete examples of what can be done, simply and easily, to appeal to students and donors will also be provided.

Level: Beginner

Following a career in archaeology, **Rachael Muszkiewicz** became an Assistant Professor of Library Services at Valparaiso University in 2010. With no background in marketing, public relations, or graphic design, she had to become self-taught and fell into the role of library marketer, display designer, and program developer. Rachael attempts to bring silliness into the lives of students and faculty both to break academic tension and to show that libraries and librarians can teach without being boring.

Rachael.Muszkiewicz@valpo.edu

Before **Lindsey Arnold Seevers** found her way to the Missouri State University Libraries, she first learned the cross-cultural power of silliness as the Program Director for an international nonprofit. In her current role as Community Engagement & External Support Coordinator, Lindsey creates experiences that engage, inspire, and amuse students and donors alike.

lindseyaseevers@missouristate.edu

3:45 pm to 4:00 pm - Snack Break

4:00 pm to 4:45 pm - All-Conference Wrap-Up Session

Trinity 6-8



Notes:

[illegible]