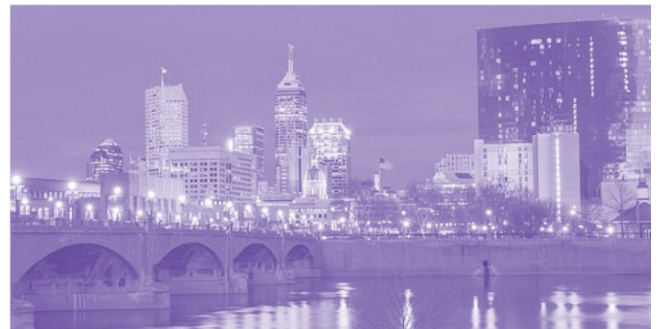




# Library Marketing and Communications Conference

*Indianapolis, IN November 2 & 3, 2022*



# Session Tracks

## Day 1 (November 2)

8:30-9:30	<b>Welcome &amp; President's Program: The Award-Winning 11th Hour Idea</b>	
9:45-10:45 11:00-12:00	<b>Session Tracks:</b> <i>Communications Foundations</i> ■ <i>All Together Now!</i> ■ <i>Website Redesign</i> ■ <i>Campus Connections</i> ■	
12:00-1:00	<b>Lunch. Poster Sessions and swag swap open.</b>	
1:00-2:00 2:15-3:15	<b>Session Tracks:</b> <i>Engagement</i> ■ <i>Partnerships</i> ■ <i>Print: Dead or Alive?</i> ■ <i>Social Media Strategy</i> ■	
3:15-4:00	<b>Beverage and networking break. Poster Sessions open.</b>	
4:00-5:00	<b>Session Tracks:</b> <i>Engagement</i> ■ <i>Partnerships</i> ■ <i>Print: Dead or Alive?</i> ■ <i>Social Media Strategy</i> ■	

## Day 2 (November 3)

8:30-9:30	<b>Welcome &amp; Keynote: "Taking Back the Narrative: Books Unbanned and How Libraries Can Own the Anti-censorship Conversation"</b>	
9:45-10:45 11:00-12:00	<b>Session Tracks:</b> <i>Internal Communications</i> ■ <i>Branding</i> ■ <i>Going Virtual</i> ■ <i>Video</i> ■	
12:00-1:00	<b>Lunch. Poster Sessions and swag swap open.</b>	
1:00-2:00	<b>Session Tracks:</b> <i>Networking &amp; Discussion</i> ■ <i>Website Redesign</i> ■ <i>Email Marketing</i> ■ <i>Boost Your Design Skills</i> ■	
2:00-2:45	<b>Beverage and networking break. Poster Sessions open.</b>	
2:45-3:45	<b>Session Tracks:</b> <i>Fundraising</i> ■ <i>Website Redesign</i> ■ <i>Email Marketing</i> ■ <i>Campus Connections</i> ■	
3:45-4:14	<b>LMCC Open House + Networking</b>	

# Schedule at a Glance

## November 2: LMCC Day 1

### 8:30-9:30 Welcome & President's Program: The Award-Winning 11th Hour Idea

Regency Ballroom

Sasha Vasilic from the Niles-Maine District Library (IL) will join LMCC President Jennifer Burke to share how an idea in the 11th hour turned into an award-winning campaign. Learn about the “Best. Deal. EVER!” campaign and how it helped increase new library card sign-ups using all aspects of public relations and marketing including retail marketing tactics, social media, community engagement, and more.

*About the speaker(s): Sasha Vasilic is the Head of Public Relations and Marketing at the Niles-Maine District Library in Niles, Illinois. Sasha has worked in libraries for more than 17 years from checking in and out materials to overseeing the Public Relations and Marketing department. Sasha is a two-time John Cotton Award Winner, Illinois Library Association Marketer of the Year Award Winner, and has been featured in the Marketing Masters series in the Marketing Library Services publication. Sasha enjoys family time with his wife and two daughters as well as hunting for deals.*

### 9:45-10:45 Sessions

Communications Foundations	Website Redesign	All Together Now!	Campus Connections
The Comfortable Uncomfortable: Turning Potential PR Nightmares Into Communications Opportunities <i>Cosmopolitan C/D</i>	Redesign Your Library Website Leslie Knope-Style <i>Discovery</i>	Community Engagement: The Merging of Marketing, Outreach, and Programming <i>Cosmopolitan B</i>	Peer-to-peer marketing: Building a student ambassador program for your library <i>Cosmopolitan A</i>

### 11:00-12:00 Sessions

Communications Handbook for Small Libraries <i>Cosmopolitan C/D</i>	Building Buy In for a New Website <i>Discovery</i>	When Other People Try to Do Your Job...and How to Let Them <i>Cosmopolitan B</i>	Adding Personality to a Personal Librarian Program <i>Cosmopolitan A</i>
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### 12:00-1:00 Lunch

Lunch: Regency Ballroom

Poster Sessions and Swag Swap: Network Room

Connect with your new library marketing friends over lunch! You can also explore our poster sessions and swag swap before your next session.

## November 2: LMCC Day 1 (continued)

### 1:00-2:00 Sessions

Engagement	Print: Dead or Alive?	Partnerships	Social Media Strategy
Diversifying Marketing Campaigns to Reach out, Re-engage, and Reimagine the Library <i>Cosmopolitan A</i>	Communications: From Print to Electronic Communications <i>Cosmopolitan C/D</i>	Engaging Teachers With STEM Resources: Marketing Lessons From A Library Workshop <i>Discovery</i>	Have You Seen My Baby? How to Transform Non-Library Users into Library Advocates with Social Media <i>Cosmopolitan B</i>

### 2:15-3:15 Sessions

Telling Your Library's Story <i>Cosmopolitan B</i>	Reviving the Libraries' Annual Report: A Strategic Marketing Tool <i>Cosmopolitan A</i>	Reciprocating Our Marketing Powers: Academic and Public Library Partnerships <i>Cosmopolitan C/D</i>	A Little Help From My Friends: Collaborative Social Media Strategies <i>Discovery</i>
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### 3:15-4:00 Beverage and Networking Break

Beverages: Regency Foyer

Poster Sessions and Swag Swap: Network Room

Make new friends while you enjoy a beverage break and explore our poster sessions and swag swap.

### 4:00-5:00 Sessions

No More Neutral: How to Use Marketing to Position Your Library in Challenging Times <i>Cosmopolitan B</i>	The Flyer Fight: How One Library Decreased Flyers without Decreasing Program Attendance <i>Cosmopolitan C/D</i>	#SouthsideReads: Engaging a Community Through Reading During Uncertain Times <i>Cosmopolitan A</i>	Designing for Impact: DEIA Social Media Outreach <i>Discovery</i>
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## November 3: LMCC Day 2

**8:30-9:30 Welcome & Keynote: “Taking Back the Narrative: Books Unbanned and How Libraries Can Own the Anti-censorship Conversation”**

*Regency Ballroom*

Join Brooklyn Public Library (BPL) for a discussion of Books Unbanned, a national freedom to read effort helping teens across the US push back on book bans by nullifying local censorship campaigns. Books Unbanned has effectively taken back the intellectual freedom narrative from the loudest anti-democratic voices in the room— and has firmly resituated it in libraries where the conversation belongs. Through savvy marketing and PR, Books Unbanned has changed the way people all over the country view BPL, and by extension, Public Libraries everywhere. BPL was able to step forward as a leading voice in a national conversation about eroding democratic rights in America, and how we can harness the power of public institutions to push back. In order for Libraries to remain relevant (funded, supported, protected) now and well into the future, Library Marketing professionals must find ways to tell compelling stories about our public institutions that galvanize support from library users and non-users alike.

*Presented by: Robin Lester-Kenton (VP Marketing & Communications), Nick Higgins (Chief Librarian), Jennifer Proffitt (Digital Marketing Manager), Damaris Olivo (Director of Communications)*

### 9:45-10:45 Sessions

Internal Communications	Going Virtual	Branding	Video
Building Internal Communication Strategies to Increase Employee Engagement <i>Cosmopolitan C/D</i>	Don't Forget to Hit Record: Lessons Learned from Producing Virtual Events <i>Discovery</i>	Beyond Promotion: Establishing Your Brand To Leverage Community Pride <i>Cosmopolitan A</i>	Video Killed the Radio Star: Creating Engaging Short-Form Video Content for Your Library's Social Media <i>Cosmopolitan B</i>

### 11:00-12:00 Sessions

Staff-Driven Mission and Values <i>Cosmopolitan C/D</i>	"Live" Support: How To Make Your Livestreaming Live <i>Discovery</i>	What They Think About You: Developing Your Brand <i>Cosmopolitan A</i>	Teaching with TikTok: How to Integrate TikTok Into Instruction, LibGuides, and More <i>Cosmopolitan B</i>
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### 12:00-1:00 Lunch

*Lunch: Regency Ballroom*

*Poster Sessions and Swag Swap: Network Room*

Connect with your new library marketing friends over lunch! You can also explore our poster sessions and swag swap before your next session.

## November 3: LMCC Day 2 (continued)

1:00-2:00

**Networking & Discussion**

**Email Marketing**

**Website Redesign**

**Boost Your Design Skills**

**Roundtables**

*Regency Ballroom*

Engage at Every Stage: Using segmentation and email marketing to reach, retain, and engage your patrons

*Cosmopolitan A*

A Collaborative Approach to Developing a New Website

*Cosmopolitan C/D*

Design Workshop

*Cosmopolitan B*

### 2:00-2:45 Beverage and Networking Break

*Beverages: Regency Foyer*

*Poster Sessions and Swag Swap: Network Room*

Make new friends while you enjoy a beverage break and explore our poster sessions and swag swap.

2:45-3:45

**Fundraising**

The value of humor: Crowdfunding our way to \$10,000

*Cosmopolitan C/D*

Not at the Mercy of the Algorithm: Control Your Own Content with Email

*Cosmopolitan A*

Not Everything Can Go on the Homepage

*Cosmopolitan B*

Data & Design: Best Design Practices for your Data

*Discovery*

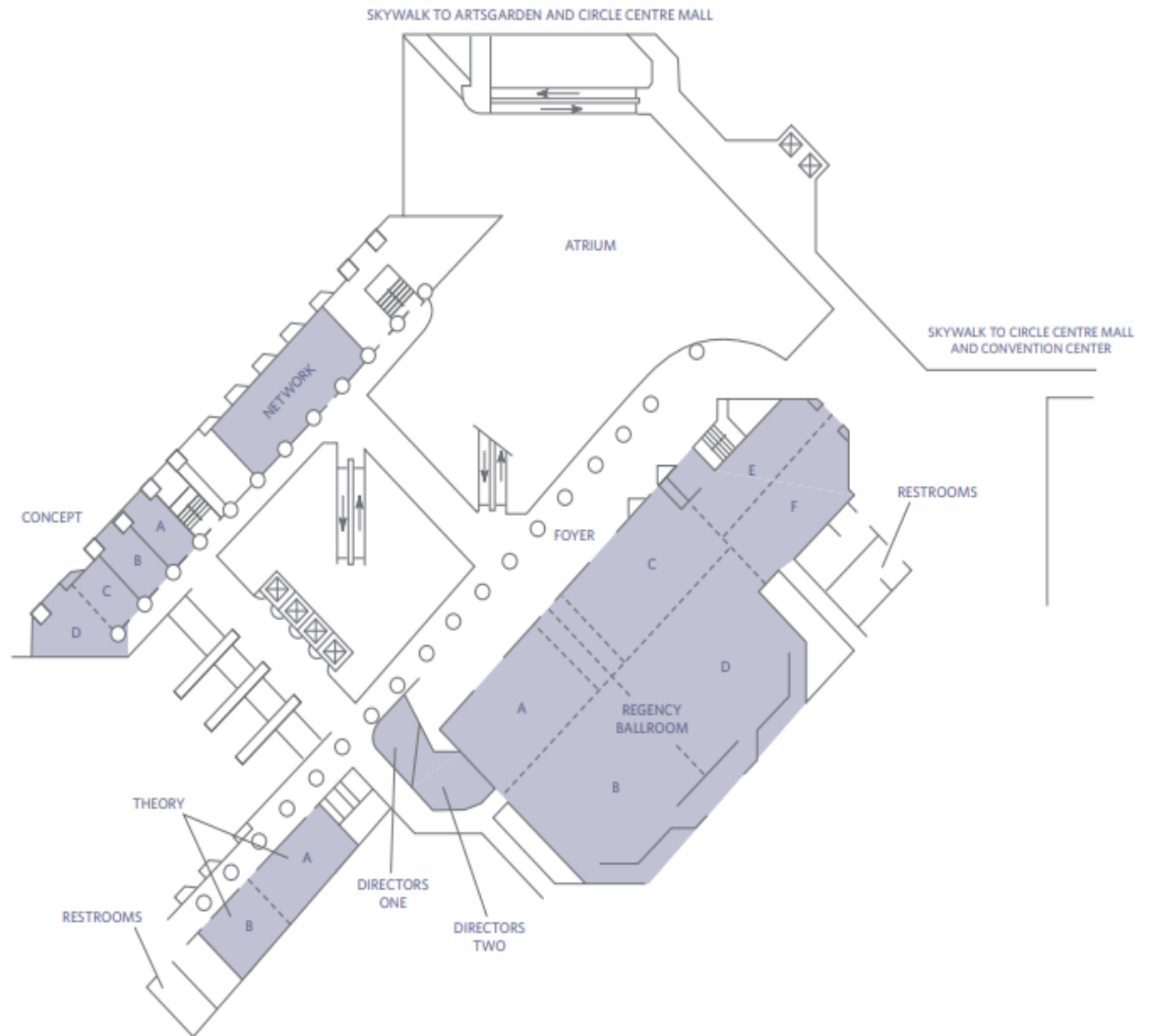
### 3:45-4:15 LMCC Open House + Networking

*Discovery*

# Conference Map

## 2nd Floor

- **Registration, Networking Breaks**  
*Regency Foyer*
- **Keynote Sessions, Lunch, Roundtables (Day 2)**  
*Regency Ballroom*
- **Poster Sessions, Swag Swap**  
*Network*
- **Nursing Room**  
*Directors One*
- **Restrooms**



# Conference Map

## 3rd Floor

- **Breakout Sessions**  
*Cosmopolitan A, B, C/D,*  
*Discovery*
- **LMCC Open House +  
Networking (Day 2)**  
*Discovery*
- **Restrooms**





# Detailed Schedule

## November 2: LMCC Day 1

### 8:30-9:30 Welcome & President's Program

*Regency Ballroom*

Sasha Vasilic from the Niles-Maine District Library (IL) will join LMCC President Jennifer Burke to share how an idea in the 11th hour turned into an award-winning campaign. Learn about the “Best. Deal. EVER!” campaign and how it helped increase new library card sign-ups using all aspects of public relations and marketing including retail marketing tactics, social media, community engagement, and more.

*About the speaker(s): Sasha Vasilic is the Head of Public Relations and Marketing at the Niles-Maine District Library in Niles, Illinois. Sasha has worked in libraries for more than 17 years from checking in and out materials to overseeing the Public Relations and Marketing department. Sasha is a two-time John Cotton Award Winner, Illinois Library Association Marketer of the Year Award Winner, and has been featured in the Marketing Masters series in the Marketing Library Services publication. Sasha enjoys family time with his wife and two daughters as well as hunting for deals.*

### 9:45-10:45 Sessions

#### **The Comfortable Uncomfortable: Turning Potential PR Nightmares Into Communications Opportunities**

*Cosmopolitan C/D*

*Track: Communications Foundations ■*

While public statements, media responses, strategic priorities, planning documents, and various best practices and guidelines require communicators to navigate complex, nuanced, and challenging topics, they also present occasions for conversations and growth and ultimately avenues for affirming and expressing our organizations' values. This presentation will discuss a few real-life scenarios, approaches to those scenarios (ones that worked, those that didn't), and what organizational infrastructure and scaffolding made the successful ones successful. It will also explore how communicators can lead these initiatives within our organizations and how our organizations can lead on these issues in our communities and on our campuses.

*About the speaker(s): Chris Tonelli is the Director of External Relations for the NC State University Libraries. He is also a founding editor of the independent poetry press Birds, LLC; co-director of the NC Book Festival; and co-owner of So & So Books in downtown Raleigh. He is the author of two full-length poetry collections, most recently Whatever Stasis (Barrelhouse Books).*

#### **Redesign Your Library Website Leslie Knope-Style**

*Discovery*

*Track: Website Redesign ■*

A bad website is like a flat tire: you can't go anywhere until you fix it. Do you need a new website, but lack the funds for a six-figure redesign? Learn to do it yourself with this step-by-step process including how to assess your current content, build a site map, conduct user testing, and launch, all Leslie Knope-style. Because after all, we're in Indiana, and it is something she would do: take matters into her own hands and make a kick-a\*\* website. In 2020, Spokane Public Library redesigned their website in-house. After the presentation, attendees can download a toolkit of resources to get started on their own site redesign.

*About the speaker(s): Amanda Donovan is the Director of Marketing and Communication at Spokane Public Library. A John Cotton Dana Award and PRXchange Award winner, Amanda has more than 17 years of marketing and communication experience including 5 years in library marketing. When not redesigning websites Leslie Knope-style, Amanda can be found standup paddle boarding in a nearby lake or reading an HEA novel.*

### **Community Engagement: The Merging of Marketing, Outreach, and Programming**

*Cosmopolitan B*

*Track: All Together Now! ■*

In 2020, the Saline County Library adapted to the quickly-changing landscape of libraries by combining forces between Marketing, Outreach, and Adult Programming. Since then, adult program attendance has skyrocketed, outreach has gone to the most outlier areas of the county and brought new patrons in, and the marketing initiatives are thriving. This presentation will focus on how to merge the three seamlessly while keeping your library's goals at the forefront of the departments mind. From the intermingling of resources and contacts to the hive mind that has been created through new ideas and perspectives, it can work for you too.

*About the speaker(s): Kari Lapp is the Community Engagement Manager for the Saline County Library. Formerly, she was the Marketing Manager, before the organization realized the need for a cohesive workflow between outreach, marketing, and adult programming. She has been with the library for six years and handles most community partnerships, graphic design, the overseeing of her department, and maintaining a presence in the public for the library. She obtained her bachelors in Journalism and PR from Arkansas State University in 2014. Kari has three children, Dawson and Garrett, and a step-daughter, Ellie, with her husband Jonathan.*

*Francesca Castro is the Marketing Coordinator at the Saline County Library. She obtained her bachelor's in Strategic Communications from Arkansas State University in August 2022. She handles all media relations, social media, email marketing, and print publications for the library. She enjoys playing with her two domestic bunny rabbits in her free time and traveling at every opportunity she gets.*

### **Peer-to-peer marketing: Building a student ambassador program for your library**

*Cosmopolitan A*

*Track: Campus Connections ■*

There's no escaping the power of peer-to-peer marketing. Students like to hear from their peers -- especially when it comes to items they purchase, places they shop, or classes they take. But how do we get students talking about the library? One way is to identify our biggest fans and let them share our story! In this presentation, you will learn how William & Mary Libraries built a successful student ambassador program. We'll explore the benefits of having an ambassador program, tips for engaging students, challenges to anticipate, and pitfalls to avoid.

*About the speaker(s): Tami Back is the director of communications and strategic planning for William & Mary Libraries. She has led the libraries' 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 communications, media relations and marketing. Prior to her work in local government, she was a reporter for a daily newspaper, covering education and community life. She has a master's degree in English from Old Dominion University.*

## 11:00-12:00 Sessions

### **Communications Handbook for Small Libraries**

*Cosmopolitan C/D*

*Track: Communications Foundations* ■

If your communications team is small, or a team of 1, creating and using a communications handbook to empower your coworkers to be master communicators can make all the difference. Learn about my Communications Handbook and the 5 items included: The Marketing Plan, The Social Media Guidelines, The PR Pack, The Promotional Materials Request Form, and the Brand Book.

*About the speaker(s): Micheala Baumgartner started her library journey as a high school intern at Nappanee Public Library at the age of 17. After graduating, she began working as a Public Service Specialist and then transitioned to the role of Communications Specialist in 2017. She recently received a Technical Certificate in Visual Communications from Ivy Tech Community College. At the Library, Micheala creates promotional materials for programs, maintains the Library's website, manages the Library's social media and more! Micheala also works part time at a Chinese restaurant, has 3 dogs, and loves to read!*

### **Building Buy In for a New Website**

*Discovery*

*Track: Website Redesign* ■

Whether you are a seasoned public relations professional or an "other duties as assigned" marketer, you know that without buy-in your project is going to fall flat. Join Brandi Cummings, Head of Community Partnership and Programs at the Kenosha Public Library, to learn what steps she took to secure both external and internal buy-in before launching a completely new website.

*About the speaker(s): Brandi Cummings holds an MBA with a focus in Human Resources and currently works as the Head of Community Programs and Partnership at the Kenosha Public Library. Working in the public libraries for nearly 14 years, Brandi also serves as a consultant for local non-profits, economic development organizations, and municipalities focusing on equity, diversity, inclusion, and belonging. With over seven years of experience consulting with regional and statewide economic development organizations, Brandi centers community building on her talent attraction and retention strategies. Integrating these strategies into public library program development and marketing tactics is Brandi's specialty.*

### **When Other People Try to Do Your Job...and How to Let Them**

*Cosmopolitan B*

*Track: All Together Now!* ■

In any library's communications environment there are many stakeholders—coworkers and colleagues—who have ideas of their own for how to communicate and promote their work. Often they even fly on their own, putting out their own comms (design, photo/video, copy, social media, etc.) under your radar. How can you make use of others' creative ideas without shutting them down, taking on all their work, or losing control of your design and branding? This presentation will discuss how to engage with other stakeholders by bringing their voices and talents to the work of library communications while maintaining quality and consistency.

*About the speaker(s): As a communications strategist, Chris Vitiello writes copy for the NC State University Libraries news feed, print magazine, exhibits, and promotions and development efforts, among other public outputs. He also runs the Libraries' social media. He is an award-winning arts journalist and published poet, and has a lengthy freelance writing career.*

*As Director of Publications and Exhibits, Charles Samuels oversees the publication of the NC State University*

*Libraries' FOCUS Magazine and the design and production of the Libraries' exhibits program. He is also responsible for the design and consistency of all Libraries public-facing materials, from fundraising letters and informational handouts to wayfinding signage and banners on the fronts of buildings.*

## **Adding Personality to a Personal Librarian Program**

*Cosmopolitan A*

*Track: Campus Connections ■*

Looking to reinvigorate our Personal Librarian Program, staff at the NC State University Libraries with expertise in student support and videography collaborated on a new campaign, which humanizes the library with playful short-form videos, designed to be compelling and episodic, and influenced by popular culture in style and length. We will share how we arrived at this need for change, our goals in revising our engagement strategy, how we managed a collaborative inter-departmental creative process, and the results of these changes on student engagement after the first semester.

*About the speaker(s): Darrien Bailey is a Library Specialist at North Carolina State University with a focus on instructional video production and technology. With Masters degrees in Art & Design and Public History, he has spent his career building an expertise in creative and immersive storytelling. Bailey has a passion for creating engaging instructional content for students through the use of multiple forms of media such as animation, live action film, typography, and motion design.*

*David Tully is the Librarian for Student Success & Affordability at the North Carolina State University Libraries. In his role, he works to provide cost-saving programs and services and other forms of academic support for students, reflecting the Libraries' and the university's commitment to making higher education more equitable and inclusive.*

### **12:00-1:00 Lunch**

*Lunch: Regency Ballroom*

*Poster Sessions and Swag Swap: Network Room*

Connect with your new library marketing friends over lunch! You can also explore our poster sessions and swag swap before your next session.

### **Poster Sessions:**

#### **Starting Your Library's Podcast... for FREE!**

*Presented by: Maggie Martin, West Des Moines Public Library*

Have you been tossing around the idea of starting a podcast for your library but have been holding back because of the potential costs or lack of knowledge on tools to use? Have no fear! Maggie from the West Des Moines Public Library will show you tools to record, edit, distribute, and market your library podcast with absolutely no cost. She will also cover how to measure success, create a content calendar for your podcast, and provide quick start-up tips on the free tools she uses every day to create the West Des Moines Library podcast, In This Day and Page.

#### **Nevertheless She Persisted...and Finally Gained Access to Old Library Social Media Accounts!**

*Presented by: Stephanie Robertson, BYU Hawaii*

What happens when you get the Outreach Librarian position of your dreams, but instead of building amazing social media content, you spend most of your time chasing down access to multiple ancient Twitter accounts, an inactive Instagram, and a Facebook page that no one currently working in the library still has any access to? In this presentation, I will endeavor to save you the time, and the mountain of effort, by detailing lessons learned while gaining access to these accounts and cleaning them up to university standards, so you can get straight to posting great content and reaching your patrons.

## 1:00-2:00 Sessions

### **Diversifying Marketing Campaigns to Reach out, Re-engage, and Reimagine the Library**

Cosmopolitan A

Track: Engagement ■

Does your library face challenges like low customer awareness, lapsed users, or outdated perceptions of what the library has to offer? Is the digital divide so prominent in your community that you cannot depend on reaching customers by email alone? Learn how a library system in Oklahoma overcame these challenges by employing multi-channel marketing strategies to acquire, grow and retain cardholders. This session will help libraries of all types streamline your library's diverse marketing efforts, create targeted marketing campaigns, and make data-driven decisions using tools like Savannah and resources like geographic data and demographics to engage new and existing cardholders.

*About the speaker(s): Kelly Sitzman is the Director of Communications & Employee Development for Pioneer Library System in Norman, Oklahoma. She oversees the brand strategy and staff training for PLS's three-county system, and has presented PLS's innovative strategies to the field both nationally and statewide. She graduated from the University of Oklahoma in 2015 with an MLIS in Library and Information Studies. Kelly graduated from ALA Leadership Institute, Oklahoma Library Association Gold Leadership Institute, and civic leadership programs. She was recognized as OLA's Outstanding New Librarian, awarded the Norman Chamber of Commerce's "NEXT Under 40", and named Journal Record Achiever Under 40.*

*Hilda Ringel was born and raised in Mexico City. She is a Mexican-American marketing professional with over 12 years of experience leading brand marketing, digital marketing, and account management for creative agencies and global corporations for the CPG, QSR, apparel, and technology industries. Currently, she is the Client Relations Manager at OrangeBoy, where she works with libraries supporting marketing efforts, communication strategy, multicultural marketing, and campaign execution. Her efforts are aimed at equity, diversity, and inclusion initiatives to serve a variety of libraries and their communities nationwide.*

### **Communications: From Print to Electronic Communications**

Cosmopolitan C/D

Track: Print: Dead or Alive? ■

How do you move from a print only newsletter/communications to electronic newsletter/communications? Learn how Arthur Lakes Library successfully made this transition while enhancing their overall communications strategy. What steps did we take to influence the right people, get buy in, and effectively produce both print and electronic newsletters.

*About the speaker(s): Sarah Ormeo has been head of the Communications Team at Arthur Lakes Library at Colorado School of Mines for the past four years. She successfully transitioned the bi-annual newsletter into an annual newsletter with 4x the content and added an electronic newsletter. Prior to working at the Library she worked in the Bursar Office. She is married with a toddler, has lived in 6 states and traveled to all 7 continents. Sarah is an active member of her local church. She enjoys traveling, learning new skills, and thinks that all problems are either challenges or opportunities.*

### **Engaging Teachers With STEM Resources: Marketing Lessons From A Library Workshop**

Discovery

Track: Partnerships ■

The University of Memphis Lambuth Library hosted a workshop in June 2022 where local teachers interacted with the library's STEM kits collection. The Lambuth Library staff provided the teachers with activity printouts and flyers with QR codes, and the teachers completed hands-on challenges with the kits. The workshop was

successful in building community connections for the university; further, promoting the STEM kits has led to increased circulation. Our presentation examines how interactive workshops can serve as marketing tools for library collections, how libraries can promote technological equipment through digital marketing, and ways in which academic libraries can foster community engagement.

*About the speaker(s): Lisa Reilly is the University of Memphis Lambuth Campus Librarian and has 26 years' experience in education as a former elementary school teacher, library media specialist, instructional designer, and academic librarian. As campus librarian she is responsible for providing direction for the delivery of library services, and shares library resources with academic departments, students, and community members through presentations, workshops, newsletters, research guides, and the library website. She holds an MS in Information Science from the University of North Texas and is an active member of the West TN STEM Hub Steering Committee.*

*Olivia Chin has worked in academic libraries for 7 years in a variety of positions, including serving as a Circulation Manager and Library Assistant, and has managed social media accounts and creative promotions for libraries. At the University of Memphis Lambuth Library, Olivia specializes in coordinating interlibrary loan services, creating displays, and utilizing her creative talents to design and produce social media updates. Olivia is also a graduate student at Texas Woman's University in the School of Libraries & Information Studies and is the Chair of the West Tennessee Academic Library Consortium Executive Committee.*

## **Have You Seen My Baby? How to Transform Non-Library Users into Library Advocates with Social Media**

*Cosmopolitan B*

*Track: Social Media Strategy ■*

This presentation will show how a mid-sized public academic library created and executed a dynamic, successful, student-focused social media campaign in spring 2022. By harnessing the power of storytelling, prizes, and real-time campaign adjustments, we increased awareness of our new makerspace, brought new users into the library, and expanded our social media following and engagement. Our presentation will show a behind-the-scenes look at how the campaign was conducted, including social platforms used, student engagement, and how we incentivized participation. Lastly, we will share how we involved the student library advisory group and partnered with the makerspace to shape the campaign.

*About the speaker(s): Julia Pitts is the Communications and Marketing Manager at NKU's Steely Library. You can find Julia wandering the library, taking pictures, managing the Steely website, creating original content, posting on the library's social media, designing swag, and engaging with library stakeholders. She came to Steely after a few years of creating social media content, writing web copy, editing websites, and creating custom graphics for mental health professionals with private practices. Prior to her contract work, Julia served in the United States Army as an Air Defense Artillery Officer for four years, where she trained and operated on the PATRIOT missile system.*

*Brianna Marshall is Senior Associate Dean for Operations, Assessment, and Communications at Northern Kentucky University's Steely Library. Previously, she served as Director of Research Services at the University of California Riverside Library, and Digital Curation Coordinator and Research Data Services lead at the University of Wisconsin-Madison Libraries.*

## 2:15-3:15 Sessions

### Telling Your Library's Story

Cosmopolitan B

Track: Engagement ■

Those of us who work in the library industry know that libraries are more relevant today than ever before. So why doesn't everyone else know that? It all comes down to telling your story. In today's environment, with so many different things competing for people's attention, it simply isn't enough to open your doors and wait for people to come. Libraries must tell their stories in ways that are compelling to their different audiences. In this session, we'll discuss what goes into telling your library's story, starting with mapping out your audiences and discussing what kinds of messages resonate with them. We'll discuss the types of stories you can tell, what goes into a great story, and how stories support your overall messaging. Finally, we'll discuss how to get your story to your audiences in ways that can strengthen your library's relationship with them.

*About the speaker(s): Cordelia Anderson is the author of *Library Marketing and Communications: Strategies to Increase Relevance and Results*, available from ALA Editions. As CEO of Cordelia Anderson Consulting, Cordelia works with public and academic libraries as well as other organizations. She has more than two decades of experience creating marketing and communications strategies for highly visible public organizations. During her decade as Director of Marketing & Communications for Charlotte Mecklenburg Library, she implemented innovative marketing and communications strategies that earned her team the inaugural Library Journal Marketer of the Year Award and two John Cotton Dana Awards.*

### Reviving the Libraries' Annual Report: A Strategic Marketing Tool

Cosmopolitan A

Track: Print: Dead or Alive? ■

At ODU Libraries, the Annual Report strategically showcases our commitment to scholarly advancement both on and off campus. The redesign of our report provides necessary documentation of the year, yet it also serves as a marketing tool to reach alumni, faculty, students, and administration. I propose a presentation on this non-traditional approach to producing a detailed report that most libraries have reluctantly placed on their to-do calendars. I will share how our annual report aligns with ODU's goals all while highlighting our service, projects, and programming geared to accommodate a campus changed by COVID-19, social activism, economics, and technology.

*About the speaker(s): As Head of the Department of Libraries' Engagement at ODU, Jennifer Hoyt's service reflects years of commitment to strategic marketing and branding, including work from her previous roles as a lecturer of journalism and public relations, a broadcast news director, a reporter, and an editor. She earned her EdD in Educational Policy, Planning and Leadership from William & Mary in 2022, a MA in English from Old Dominion University in 2008, and a BA in Journalism from the University of Texas at Tyler in 1996.*

*Alisa Faumore currently serves as Communications Coordinator for ODU Libraries following her promotion as Assistant Communications Coordinator in 2022. She holds a Master of Arts in Humanities and a Bachelor of Arts in Women's Studies from Old Dominion University. With a background in academic research and communication, she specializes in social media management, graphic design, and event planning and promotion.*

### Reciprocating Our Marketing Powers: Academic and Public Library Partnerships

Cosmopolitan C/D

Track: Partnerships ■

The College of Staten Island Library has collaborated with three local public library branches in reciprocal, cross promotional opportunities. For many years, we have reciprocated when promoting library card events in September of each year and most recently, we have collaborated in developing a joint program for Banned and Challenged Books week in September. Through reciprocated, cross promotions on social media, web, and in print, academic and public libraries support each other in their promotional efforts, raise awareness, and have acquired more marketing power for planning and delivering library events and programs for a broader audience.

*About the speaker(s): Mark Aaron Polger is Associate Professor and Coordinator of Library Outreach at the College of Staten Island, City University of New York (CUNY). His responsibilities include promoting library services and resources and teaching the information literacy course (Beyond Google) in the department. Polger's research interests include library marketing, outreach, and user experience (UX) design. He has written and presented on topics ranging from library marketing strategies, faculty outreach, information literacy outreach, library jargon, and library signage. His most recent book, Library Signage and Wayfinding Design: Communicating Effectively with Your Users, was published by ALA editions in November 2021. Polger holds a BA in Sociology from Concordia University, an MA in Sociology from the University of Waterloo, a B.Ed. in adult education from Brock University, and an MLIS from the University of Western Ontario. He is currently in his 7th year of doctoral studies at the University at Buffalo (SUNY) and working on his dissertation for his Ph.D. in Learning and Instruction.*

### **A Little Help From My Friends: Collaborative Social Media Strategies**

Discovery

Track: Social Media Strategy ■

Takeovers, challenges, and tweetstorms may sound like scary acts of corporate aggression but they're also strategic (and fun!) ways to engage new audiences using social media. In this session, social media managers from Smithsonian Libraries and Archives will discuss how you can build relationships and audiences through social media collaborations with other cultural heritage institutions. They'll discuss best practices and tips and tricks that will be useful for social media teams of all sizes. Presenters will engage with attendees via session polls and invite the audience to share their own ideas and strategies.

*About the speaker(s): Erin Clements Rushing is the Outreach Librarian for Smithsonian Libraries and Archives. She enjoys sharing the Libraries and Archives' treasures with new audiences and telling the stories from the stacks through various outreach efforts. She coordinates social media and the blog (Unbound), plans tours and manages the internship program. She also handles rights and reproductions for library collection images and acts as point person for copyright concerns. Erin holds an M.L.S from the University of Maryland, as well as a B.A. in History and Art History.*

### **3:15-4:00 Beverage and Networking Break**

Beverages: Regency Foyer

Poster Sessions and Swag Swap: Network Room

Make new friends while you enjoy a beverage break and explore our poster sessions and swag swap.



## 4:00-5:00 Sessions

### **No More Neutral: How to Use Marketing to Position Your Library in Challenging Times**

*Cosmopolitan B*

*Track: Engagement ■*

Libraries increasingly find themselves at the center of controversy. The American Library Association reports the number of book bans and challenges doubled between 2020 and 2021. Oftentimes, the library's efforts to fulfill its mission statement of inclusion are the focus of these challenges. In this session, you'll learn marketing tactics you can use now to clarify your library's policies, clearly communicate your mission, vision, and values, and rally community and stakeholder support to your defense if your library should face such a challenge.

*About the speaker(s): Angela Hursh helps libraries create effective and engaging ways to market their collection and reach readers as part of the team of expert instructors for LearnwithNoveList.com. Before her job at NoveList, she led the content marketing team for the Public Library of Cincinnati and Hamilton County. She is the author of the blog SuperLibraryMarketing.com and host of the YouTube series The Library Marketing Show. She also has more than 20 years of experience as an Emmy-award-winning broadcast TV journalist.*

### **The Flyer Fight: How One Library Decreased Flyers without Decreasing Program Attendance**

*Cosmopolitan C/D*

*Track: Print: Dead or Alive? ■*

The classic library communications struggle: How many flyers do library programs really need? By implementing a new system one mid-size public library communications department cut their flyer output by at least 70% without seeing declining program attendance. The system changed some workflows and includes a series of checks, simple design tools, and a branded template. This presentation will demonstrate how to empower library staff and help relieve the demands on the communications team while still effectively promoting library programming.

*About the speaker(s): Hannah Simpson is a media expert who stumbled into libraries and fell in love. In the eight years she's worked as a library marketer she has gone on to earn her Masters of Library and Information Science and handled everything from flyers to social media to crisis communications. She currently focuses on graphic design, social media, and event planning for the Delaware County District Library. Outside of the library, Hannah loves hockey, tennis, craft beer, dark academia novels, spoiling her niece and nephews, and her dachshund, Bennie. (Named for Elizabeth Bennet.)*

### **#SouthsideReads: Engaging a Community Through Reading During Uncertain Times**

*Cosmopolitan A*

*Track: Partnerships ■*

After a successful Big Read grant led to increased interest in community reading, a faculty member's suggestion led librarians, with campus and community partners, to develop a monthly theme-based reading challenge. The Southside Reads Reading Challenge began in January 2021 and was entirely virtual due to COVID protocols. 2022 saw a transition to in-person meetings and more community engagement. In this interactive session, attendees will learn about initial planning, marketing, and community collaboration, and how Southside Reads has evolved, including through a grant from ALA in Summer 2021 that pushed organizers to consider unique partnerships.

*About the speaker(s): Natalie Browning is a research services librarian at Longwood University's Greenwood Library in Farmville, Virginia. Natalie is the newly appointed librarian in charge of marketing, and she works closely with Longwood's Office of Student Affairs to ensure student success in the library.*

*Sarah Reynolds is a research services librarian at Longwood University's Greenwood Library in Farmville, Virginia. Sarah serves on the library's marketing committee and runs the Southside Reads reading challenge Facebook page. Sarah is also the librarian in charge of assessment.*

### **Designing for Impact: DEIA Social Media Outreach**

*Discovery*

*Track: Social Media Strategy* ■

During the summer of 2020, the BLM movement combined with a virtual environment to create a change in our academic library's social media outreach. To incorporate more diversity, equity, inclusion, and accessibility (DEIA) content into our online platforms, the library began to feature anti-racism resources, produce and promote virtual DEIA events, and create informational posts on topics like Juneteenth. This presentation will introduce basic graphic design recommendations – including best practices for accessibility and usability across platforms and devices. Featured social media platforms include Instagram, Facebook, and YouTube. Featured design and production resources include Canva.com, Zoom, and Streamlabs OBS.

*About the speaker(s): Kristina Dorsett is a Research and Instruction Librarian specializing in Health Sciences at Widener University in Chester, PA. She has been responsible for coordinating outreach at Wolfgram Memorial Library for the past two years, this includes producing graphics and events presented virtually through social media. Kristina's research interests include literacy through graphic design, UX for libraries, and DEIA outreach.*

## November 3: LMCC Day 2

### 8:30-9:30 Welcome & Keynote: “Taking Back the Narrative: Books Unbanned and How Libraries Can Own the Anti-censorship Conversation”

*Regency Ballroom*

Join Brooklyn Public Library (BPL) for a discussion of Books Unbanned, a national freedom to read effort helping teens across the US push back on book bans by nullifying local censorship campaigns. Books Unbanned has effectively taken back the intellectual freedom narrative from the loudest anti-democratic voices in the room— and has firmly resituated it in libraries where the conversation belongs. Through savvy marketing and PR, Books Unbanned has changed the way people all over the country view BPL, and by extension, Public Libraries everywhere. BPL was able to step forward as a leading voice in a national conversation about eroding democratic rights in America, and how we can harness the power of public institutions to push back. In order for Libraries to remain relevant (funded, supported, protected) now and well into the future, Library Marketing professionals must find ways to tell compelling stories about our public institutions that galvanize support from library users and non-users alike.

*Presented by: Robin Lester-Kenton (VP Marketing & Communications), Nick Higgins (Chief Librarian), Jennifer Proffitt (Digital Marketing Manager), Damaris Olivo (Director of Communications)*

### 9:45-10:45 Sessions

#### **Building Internal Communication Strategies to Increase Employee Engagement**

*Cosmopolitan C/D*

*Track: Internal Communications ■*

The pivotal role good internal communication plays in engaging staff is often underestimated and the new hybrid working environment where staff are spread across locations has reaffirmed its importance. Communicating around strategic initiatives, daily work, and creating human connection requires a deliberate and active plan across the organization. This presentation will share the direct experiences of leadership and staff at the UConn Library and work done to increase engagement to jump start your own internal communication planning.

*About the speaker(s): Jean Cardinale heads up the Communications and Engagement Unit at the UConn Library, responsible for managing the public perception, engagement activities, and overall communication strategies to enable strategic, efficient, and effective messaging. Previously, Jean worked in several positions that focused on event planning, marketing, and communications for nonprofits including the Coventry Farmers' Market and the Farmington River Watershed Association. She received her B.S. in Public Administration from Nichols College in Dudley, MA, her M.S. in Public Administration from UConn and is currently working on her M.A. in Communication at UConn.*

*Lauren Slingluff is the Associate Dean of the UConn Library and recently co-chaired their strategic planning steering committee. Within the library her area of responsibility includes: financial services, budgeting, and participating in donor stewardship; facilities, security and space planning; communications and engagement; as well as library technology. Her professional areas of interest are change management, open educational resources (OER), and data analysis. Lauren holds a MSLIS from Simmons College and completed her undergraduate degree at St. Lawrence University with a double major in Religious Studies and Gender and Sexuality Studies.*

## **Don't Forget to Hit Record: Lessons Learned from Producing Virtual Events**

*Discovery*

*Track: Going Virtual* ■

Shifting to virtual events during the pandemic was a necessity, and it didn't come with an instruction manual. Needless to say, mistakes were made – and lessons were learned. Experience the journey with less of the emotional damage! Since Fall 2020, Wolfgram Memorial Library has produced 11 live virtual events, including student presentations, expert panel discussions, and annual LGBTQ+ Open Mic performances. We have collaborated with two archives, four community organizations, university administration, and student groups. Recordings of these events have over 900 views on YouTube. Questions? Bring 'em on!

*About the speaker(s): Kristina Dorsett is a Research and Instruction Librarian specializing in Health Sciences at Widener University in Chester, PA. She has been responsible for coordinating outreach at Wolfgram Memorial Library for the past two years. During that time, she has produced and promoted live virtual events through Instagram, Facebook, YouTube, Kumospace, and Zoom. Kristina's research interests include literacy through graphic design, UX for libraries, and DEIA outreach.*

## **Beyond Promotion: Establishing Your Brand To Leverage Community Pride**

*Cosmopolitan A*

*Track: Branding* ■

Libraries are a source of pride for a community, multigenerational hubs of learning, play, and discovery. We'll discuss how to leverage that goodwill by establishing a strong brand identity and tell your library's story through various marketing channels. Go beyond memes, clipart, and unengaging event promotion to show your community the value of your institution — and make sure they vote "yes" come bond time. You'll leave this presentation with scalable tactics that you can tailor for your library's size and audience. More than simply straightforward promotion for events or booklists, we'll show you how to focus and communicate the sometimes intangible benefits your library offers.

*About the speaker(s): Bryton Sampson is the lead copywriter, media relations specialist, and video content creator for the Salt Lake City Public Library. He has 12 years of experience in marketing, previously working as a one-person show for small non-profits and startups, and is now part of the expert Marketing Team at the Library.*

*Quinn McQueen is the Director of Marketing and Communications for the Salt Lake City Public Library System. She studied Strategic Communications and Sociology at the University of Utah. Upon graduating, she worked at ad agencies for years before realizing that the private sector wasn't for her. She shifted to nonprofits and worked in the education industry before being hired at SLCPL in 2018. Since then, she has grown the Marketing and Communications team to 9 people who are experts in their respective fields.*

## **Video Killed the Radio Star: Creating Engaging Short-Form Video Content for Your Library's Social Media**

*Cosmopolitan B*

*Track: Video* ■

There's no doubt that videos are taking over social media. Video content grabs peoples' attention, generates more engagement, reaches younger audiences, has a longer shelf life, and gives accounts a humanized and personalized touch. If you are not already creating video content like Instagram Reels or TikToks for your accounts, now is the time to start as platform algorithms favor short-form video. But shifting to a video mindset also can seem incredibly daunting and time-consuming. In this session, academic and public library staff share their best practices, tips, and tricks for creating engaging short-form video content for social media.

*About the speaker(s): Tanner Lewey is the Outreach & Evening Librarian at McDaniel College's Hoover Library in Westminster, MD. In her role, she wears many hats in reference, liaison, instruction, outreach, communications, and marketing. One of her largest hats is being the solo manager and content creator for the library's social media accounts, including Instagram, Facebook, Twitter, YouTube, and Tiktok. Tanner earned an MLIS from the University of Illinois at Urbana-Champaign and a BS in English and History from Northwest Missouri State University.*

*Lauren Tolman is the head of the Marketing and Communications Department at Utah Valley University's Fulton Library. She is responsible for outreach, social media, and marketing library services to students, faculty, and staff. Lauren earned her Master of Education degree with a Literacy emphasis from California State University, Fullerton, and her Bachelor of Science degree with an English emphasis from Utah Valley University.*

*Amber Hayes has over five years of experience in communications and outreach as well as over three years working in partnership with libraries to advance equity, diversity, and inclusion in library institutions. She is passionate about uplifting BIPOC voices and telling an organization's story. Amber has a MA-TESL from Northeastern Illinois University and a BA in French and Francophone Studies from the University of Illinois - Chicago. She is currently the Communications Coordinator at Skokie (IL.) Public Library.*

*Hi! My name is Derek Reilly. I have a BBA in marketing from UWM and have worked for the City of Milwaukee for 10 years. Three of those have been at Milwaukee's historic Central Library where I analyze business performance and support marketing campaigns. I love working for the library and having endless books to check out at my workplace.*

*Fawn Siemsen-Fuchs, like many library workers, is a Renaissance person who has dabbled in a little bit of everything over the course of her career in library service. Fawn has worked extensively on programming (green programming, book clubs, inclusive programming), both in-person and online, traditional reference services, adult literacy (especially in the field of immigrants and refugees) and now serves on the Library Social Media Committee. She works with Derek on the library's Tik Tok and Instagram accounts as well as other platforms.*

## 11:00-12:00 Sessions

### Staff-Driven Mission and Values

Cosmopolitan C/D

Track: Internal Communications ■

Fostering internal communication and expressing library goals and values when working with patrons can be tricky, and it's an area that may be overlooked. Walk through the process we used to engage staff as they wrote the mission statement and library values. In a city that is growing rapidly, Altoona still relies on mostly part-time staff for direct patron service at the desk. With less face to face, little to no off-desk time, and staggered shifts, it's difficult to develop cohesive internal and external messaging that's uniform. With an investment and voice in the process, staff incorporates both into their daily work with patrons, letting them know who we are, and why we do what we do.

*About the speaker(s): Kim Kietzman has been a librarian for nearly 25 years, starting in children's services and working her way through management in libraries large and small, as well as a state-funded library consulting agency. She has served on various Iowa Library Association Committees, as President of ILA LLAMA and Polk County Library Association, and currently serves as a MOBIUS board member. Kim currently serves as the director at the Altoona (Iowa) Public Library. Altoona experienced 40% growth between 2010 and 2020, but not*

*a 40% increase in staff. With part-time positions representing 2/3 of the staff, building an internal foundation for cohesively communicating outward is critical for funding and support.*

### **"Live" Support: How To Make Your Livestreaming Live**

Discovery

Track: Going Virtual ■

Are you hesitant to continue (or even start) live video making because you just don't think the audience is there? Before pulling the plug on the computer screen, find out how, incorporating long-standing marketing and videography techniques, effective livestreaming can further extend and redefine your library's reach, accessibility, and image in an increasingly digitally defined world.

*About the speaker(s): Daniel Cuthbert is an Information Services Associate and self-taught Social Media Manager and Content Creator at the Lansing Public Library in Lansing, Illinois for the last four years. In that time, he has run the gamut from streaming live concerts and tech demonstrations, to presenting programs both historical and game-oriented. Holding a Bachelor and Masters Degree in History from Eastern Illinois University, Daniel continues to promote opportunities to tell stories to new audiences. He can also proudly boast of only being rained on once in the entire time he has ever livestreamed.*

### **What They Think About You: Developing Your Brand**

Cosmopolitan A

Track: Branding ■

What do your users think about you? That core message is your brand. Brands go beyond marketing materials and taglines. Brands are the expressed character of your library encompassed in everything you do. Is your brand what you think it is? You want your library's brand to be a positive takeaway that your users remember, believe, and share. In this session, we will discuss what branding is, how to find what your current brand is, and how to enhance or change your brand image.

*About the speaker(s): Meghan Kowalski is the Outreach and Reference Librarian at the University of the District of Columbia. Previously, she worked at The Catholic University of America's Mullen Library where she held positions in both public and technical services. You can reach her on Twitter (@meghan1943) or Instagram (meghan1943). She is the author of the Substack newsletter "The Weekly Wrap" (<https://meghankowalski.substack.com/>). You can also visit her website ([www.meghankowalski.com](http://www.meghankowalski.com)) to see a portfolio of her work and read her blog.*

### **Teaching with TikTok: How to Integrate TikTok Into Instruction, LibGuides, and More**

Cosmopolitan B

Track: Video ■

In the first half of this session, our presenter will discuss how they have utilized TikTok both as an educational tool and a component of their library's marketing and outreach efforts. Participants will see concrete examples of how to weave TikTok into existing instructional materials such as libguides, equipment lending accessory cards, and more. In the second half, participants will break into groups and use a set of instructions, enhanced with TikTok tutorials, to complete a task. As you complete the task, our speaker will walk you through creating a stitched video on TikTok to showcase the results, illustrating an example of connected learning paired with organic media.

*About the speaker(s): Emily Wesling is an experiential learning librarian for Northern Arizona University. She is passionate about makerspaces, technology, and marketing/outreach. Her inner monologue is TikTok sounds.*

## 12:00-1:00 Lunch

Lunch: Regency Ballroom

Poster Sessions and Swag Swap: Network Room

Connect with your new library marketing friends over lunch! You can also explore our poster sessions and swag swap before your next session.

### Poster Sessions:

#### **Starting Your Library's Podcast... for FREE!**

*Presented by: Maggie Martin,  
West Des Moines Public  
Library*

Have you been tossing around the idea of starting a podcast for your library but have been holding back because of the potential costs or lack of knowledge on tools to use? Have no fear! Maggie from the West Des Moines Public Library will show you tools to record, edit, distribute, and market your library podcast with absolutely no cost. She will also cover how to measure success, create a content calendar for your podcast, and provide quick start-up tips on the free tools she uses every day to create the West Des Moines Library podcast, In This Day and Page.

#### **Nevertheless She Persisted...and Finally Gained Access to Old Library Social Media Accounts!**

*Presented by: Stephanie  
Robertson, BYU Hawaii*

What happens when you get the Outreach Librarian position of your dreams, but instead of building amazing social media content, you spend most of your time chasing down access to multiple ancient Twitter accounts, an inactive Instagram, and a Facebook page that no one currently working in the library still has any access to? In this presentation, I will endeavor to save you the time, and the mountain of effort, by detailing lessons learned while gaining access to these accounts and cleaning them up to university standards, so you can get straight to posting great content and reaching your patrons.

## 1:00-2:00 Sessions

### Roundtables

Regency Ballroom

Track: Networking & Discussion ■

Connect with your fellow library marketers to ask questions, pick up tips, and brainstorm ideas.

### **Engage at Every Stage: Using Segmentation and Email Marketing to Reach, Retain, and Engage Your Patrons**

Cosmopolitan A

Track: Email Marketing ■

You invest significant resources in programming; are you getting the attendance numbers you expect? Join Delaware County District Library and Clarksville-Montgomery County Public Library for real-life case studies demonstrating how identifying and engaging with key patron segments can lead to improved communication and participation. Clarksville-Montgomery informs patrons of library services and programs using segmented emails based on past email opens and specific demographics. Delaware employs patron preferences and birthdays to create segments that deliver campaigns uniquely suited to them. Join us as we explore the benefits of targeted email marketing for every facet of your library operation.

*About the speaker(s): Jayna McDaniel-Browning is a Communications Specialist with Delaware County District Library. Jayna's career began on the digital side of the newspaper industry; she was an NAA New Media Fellow, won the Gannett Chairman's Award, and the Gannett President's Ring. She stepped away from full-time work following the birth of her second child, but remained engaged in marketing and web development as a consultant. Jayna joined DCDL in 2021, where she focuses on website design, email communications,*

and digital marketing. In her spare time, Jayna enjoys reading, long distance bicycling, fiber arts, and good wine – rarely all at once.

David is the Communication and Events Coordinator for the Clarksville-Montgomery County Public Library in Clarksville, Tennessee. He graduated Austin Peay State University in Clarksville, Tennessee in 2003 with a degree in Broadcasting. After college he worked as a Video Journalist and then transitioned into the world of marketing. In his current role, he manages the communication coming from the library. When not at the library, David enjoys 35mm film photography, Disney, and the occasional Sam Cooke vinyl record. His wife and 4 children repeatedly ask him to pick up a book from the library, “since you’re already there!”

## **A Collaborative Approach to Developing a New Website**

Cosmopolitan C/D

Track: Website Redesign ■

Ensuring that all key stakeholders, from librarians and staff to end users and patrons, have a voice in developing or redesigning a website can be challenging. How do you balance the interests of stakeholders with what is technically feasible? How do you design content for optimum user experience across platforms, while ensuring accessibility? How do you create a unified brand for your library while integrating external platforms and systems? These were some of the challenges Syracuse University Libraries faced when we recently redesigned our website. We’ll share our process and the key lessons learned to launch a new site. Takeaways from our experience can be applied to many types of key initiatives or programs.

*About the speaker(s): Cristina Hatem, Director of Strategic Marketing and Communications at Syracuse University Libraries, develops and executes strategies to increase awareness and use of the Libraries’ services, resources and spaces. She manages the Libraries’ communications channels, including website, social media, digital platforms, print and graphics, news outlets, and publications. She works with the University’s central team on brand alignment. She leads efforts to communicate the Libraries’ value proposition, how it supports user needs, creates impactful outcomes, and drives student success and research excellence. She has thirty years of marcom experience working for agencies, service organizations, manufacturers and public broadcasters. She is also an adjunct communications instructor.*

## **Design Workshop**

Cosmopolitan B

Track: Boost Your Design Skills ■

Come and walk through the design process as we design an event poster, a business card, and maybe a few other things! We’ll talk about both Canva and Adobe Photoshop and focus on layout, color, and where to find great design assets.

*About the speaker(s): With a background in international video production and nonprofit communications, Rebecca Moisio has worked in the field of communication since 2012. Mostly a self-taught graphic designer, she won two awards for design at the 2022 PR Xchange Event.*



## 2:00-2:45 Beverage & Networking Break

Beverages: Regency Foyer

Poster Sessions and Swag Swap: Network Room

Make new friends while you enjoy a beverage break and explore our poster sessions and swag swap.

## 2:45-3:45 Sessions

### **The value of humor: Crowdfunding our way to \$10,000**

Cosmopolitan C/D

Track: Fundraising ■

While a relatively new fundraising concept within libraries, crowdfunding has become a well-established way to “kickstart” new projects or initiatives. Recently, Murphy Library at the University of Wisconsin – La Crosse embarked upon a crowdfunding campaign to fulfil specific space and user needs within the library amidst a 20% cut to an already decade-long, flat budget. This presentation will outline how we determined the campaign’s donor audience, designed messaging and visual branding to communicate the library’s story, and surpassed fundraising goals. We will also discuss lessons learned and share planning documents and marketing materials that contributed to our success.

*About the speaker(s): Chelsea Wyman is the Outreach Librarian at Murphy Library at the University of Wisconsin – La Crosse where she leads the library’s marketing and communication efforts. This crowdfunding campaign provided her with her directorial debut, and the resulting video is pretty much the entire reason for the campaign’s success (#humblebrag). She holds an MA in Library and Information Studies from the University of Wisconsin – Madison.*

*Amber Leibundgut-Peterson is the Web and User Experience Librarian at Murphy Library at the University of Wisconsin – La Crosse and specializes in web design and physical space uses and improvements. Based on this crowdfunding experience, she is convinced she can dance, act, and write scripts brilliantly (spoiler: probably not true). She also holds her MA in Library and Information Studies from the University of Wisconsin – Madison.*

### **Not at the Mercy of the Algorithm: Control Your Own Content with Email**

Cosmopolitan A

Track: Email Marketing ■

Your most powerful marketing tool is the one you have the most control over: email. Unlike social media, email is not at the mercy of an algorithm. Use it to your advantage to increase your return on investment! Spokane Public Library and West Vancouver Memorial Library have leveled up their email marketing by building their lists, segmenting their audiences, and promoting services and collections in notices, and circulation and website traffic have increased. Any library or marketer can apply these tips—SPL is a seven-branch system, while WVML is a one-branch system. This session will cover both general tips and specific features the presenters love in PatronPoint.

*About the speaker(s): With nine years of combined communication experience working in financial services and the public library system, Alina is passionate about connecting customers with the information they need to achieve their goals and pursue their dreams. Alina received a Bachelor’s in Strategic Communication from Washington State University (WSU) and is currently pursuing a master’s degree from WSU as an extension of her education. Known for having a “get it done” personality paired with an open mind, Alina tackles each new*

*project, especially email communication, with a thirst for knowledge and strategic implementation. Out of the office you can catch Alina outside with her dog, Penny, practicing yoga, or reading her next favorite read while snuggling her kitties.*

*Sarah Barton-Bridges is the Head of Communications at the West Vancouver Memorial Library in British Columbia, Canada, on the traditional, ancestral, and unceded territory of the Skwxwú7mesh Úxwumixw (Squamish Nation), səíłwetaʔ (Tseil-Waututh Nation), and xʷməθkʷəy̓əm (Musqueam Nation). She has worked in communications and marketing for nearly ten years in the public, non-profit, and private sectors. Having worked on and off in libraries ever since she was a teen, Sarah is thrilled to have found her career sweet spot in library comms since 2019.*

*Skyler Noble is a Marketing and Communications Manager at Spokane Public Library with seven years of experience in public service and administration. Working with a focus on youth services marketing at her library, Skyler helped create segments specific to youth and teen content for their patrons to subscribe to. When she is not strategizing new ways to reach the Library's audience, Skyler enjoys going to concerts, traveling to new places, and finding new music, television, and books to experience.*

## **Not Everything Can Go on the Homepage**

*Cosmopolitan B*

*Track: Website Redesign* ■

A website homepage is prime real estate for libraries. Hear from three public libraries that designed a new homepage and simultaneously developed a new marketing strategy. In this panel, we'll discuss how identifying key metrics around homepage content can help set goals and expectations, the importance of style guides, and how planning content in advance saves time but allows room to brainstorm. Lastly, we'll hear how having a vision for the homepage can reduce interdepartmental conflict and increase patron engagement, plus tips on what makes content compelling, the importance of content organization (taxonomy structure), and pathways for discovering content.

*About the speaker(s): An avid reader since childhood, it makes perfect sense that Kati Polodna would work with libraries. At BiblioCommons, Kati works closely with public libraries, helping them design and implement their new library websites, events platform, and email marketing system. Prior to that, Kati worked almost nine years at a public library outside of Denver, Colorado, working directly with the public and later on the Marketing & Communications team. She has two degrees from CU Boulder, spent one year working with rare and special collections, and is a graduate of the prestigious Denver Publishing Institute.*

*Sarah Wisdom became the first Community Relations Manager for the Yuma County Library District in 2007. She works closely with library staff to promote the Library District and publicize the value of library services and resources through various channels. She has been actively involved in three website redesign projects during her 20 years with YCLD. Sarah graduated with a Master's Degree in Library and Information Science from Wayne State University.*

*Brandi Cummings holds an MBA with a focus in Human Resources and currently works as the Head of Community Programs and Partnership at the Kenosha Public Library. Working in the public libraries for nearly 14 years, Brandi also serves as a consultant for local non-profits, economic development organizations, and municipalities focusing on equity, diversity, inclusion, and belonging. With over seven years of experience consulting with regional and statewide economic development organizations, Brandi centers community building on her talent attraction and retention strategies. Integrating these strategies into public library program development and marketing tactics is Brandi's specialty.*

## **Data & Design: Best Design Practices for your Data**

*Discovery*

*Track: Boost Your Design Skills* ■

Data is a powerful tool for libraries. However, many fail to grab the attention of their stakeholders with visually unappealing charts and graphs. Strong design can enhance data and create a clearer message. This presentation will focus on design practices of data visualization. It will cover concepts such as design techniques to enhance readability and eye appeal.

*About the speaker(s): Barbara Williams is the Library Development Analyst for the Library of Michigan. Previously, she has worked as an Adult Services Librarian at Kent District Library for 10 years. She holds a BFA from Grand Valley State University in Art and Design and a MLIS from University of Washington. Barb combines her skills in art and design and library science to visualize data for Library of Michigan.*

### **3:45-4:15 LMCC Open House + Networking**

*Discovery*

Connect with the folks behind LMCC, ask questions, and learn more about the future of LMCC, including how you can get involved.

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