

MRRL MARKETING/COMMUNICATIONS COMMITTEE MEETING

February 25, 2025

MINUTES OF THE MEETING

The MRRL Marketing/Communications Committee meeting was called to order at 5:00 p.m. by Jeff Briggs, Chairperson.

1. ROLL CALL OF MEMBERS

Committee members present: Chair Jeff Briggs, Lori Bruce, Jessica Davis, Samantha Mebruer, Bob Priddy and Adam Veile

Also present: Claudia Young, Library Director; Angie Bayne, Assistant Director of Public Services; Tara Espinoza, Marketing Specialist & Website Coordinator; and Robin Coffman, Administrative Assistant

2. APPROVAL OF MINUTES

Jessica Davis made a motion, seconded by Bob Priddy, to approve the November 19, 2024 meeting minutes. Motion carried.

3. MARKETING UPDATE

Claudia Young reported that she and marketing staff are publicizing library events through social media and email in order to raise the library's profile in Jefferson City, Cole County and Osage County. She noted targeted emails are only for library cardholders.

The MRRL Foundation hosted its mini-golf events in Osage and Cole Counties. It is believed that the social media posts positively impacted the number of individuals and families attending as participants or observers. Both events had greater numbers participating than last year.

Claudia also reported that, currently, staff are working on marketing upcoming events to be held in March and April – the annual book sale, Capital READ and National Library Week.

4. NEXT STEPS

Discussion ensued as to how targeted email messages are being utilized and which demographic groups receive targeted messages. Tara Espinoza explained that staff are unable to target social media posts to specific demographics. Once an event or message is posted, it's for anyone to view. These platforms are not yet at a stage to be able to post to specific demographics. It was noted that staff are doing a good job getting the message/s out.

Discussion included how to engage with non-users and how to expand the reach of the library. This includes:

- Encouraging student field trips to the library (remember youth under the age 18 must have parental permission to check out books on their own)
- Inviting the Capital READ author, a storyteller and other local celebrities to participate in a library reel/video which would not only be posted to the library's Youtube channel, but could also be posted on that person's or organization's social media
- Engaging with local influencers such as podcasters

- Are there statistics on who the podcasters reach?
- Hosting our own podcast, possibly providing book review podcasts
- Pursuing use of public radio (NPR)
- Using outreach with the News Tribune to grow our subscribers/patrons as well as theirs (benefitting both entities)
- Providing convenience to library users in rural communities, e.g., setting up book lockers, adding bookmobile stops, accessing digital resources, etc.
- Scheduling an activity for parents/grandparents who bring their children to the library for children's programming

The above items were discussed in relation to the Board's and library's strategic plan in efforts to expand the library's reach and to engage more non-users. Claudia reported that the library is looking at a non-user postcard mailing, possibly in September during National Library Card Month, with a link or QR code to inquire why they don't use the library. Claudia also reported that the library has sought input from community members through surveys in 2016 and 2019 (a telephone survey). In 2022 and 2023, postcard surveys were disseminated to non-users; and an email survey was conducted in 2022 with library cardholders. Claudia indicated that she will send and/or bring the 2022 survey for the committee to review.

5. ADJOURNMENT

There being no further business, the committee adjourned at 5:59 p.m.

Meeting minutes approved May 20, 2025.