|  |  |
| --- | --- |
| [MDMLG logo](http://www.mdmlg.org/) | **Mini-Meeting Minutes**  **Metropolitan Detroit Medical Library Group**  **February 21, 2024**  **1:00 – 2:00 PM**  **Online via Zoom** |

**Mini-Meeting Topic:** Library Marketing

**Presenters:** Elizabeth Bucciarelli, Eastern Michigan University

Steven Moore, Sladen Library – Henry Ford Health

1. Who has a formal library marketing department/campaign?
   1. Nobody seems to have an “official” department.
      1. HF has Creative Services.
      2. University libraries tend to fall under the umbrella of library marketing in general (not just med or health sciences specific).
      3. Lawrence Tech is working on campaigns including a program that will allow for credits that count towards student athlete’s if they attend library programing/instruction/tutoring time.
      4. Generally, no ‘official’ marketing departments to get the medical and health sciences libraries promoted.
2. What has worked for marketing purposes?
   1. Oakland/OUWB - Newsletter that the staff puts out monthly with library updates.
      1. Does this work? Discussion and thoughts around the validity of a newsletter and how much it will be read. Do busy students/doctors/clinicians want to read something else at the end of the day?
      2. Social media may be the future of library marketing; even a few pictures and an update on major activities could be beneficial in reaching users. Having an active Instagram/Facebook account for the library may be helpful.
   2. Sladen/Henry Ford – Used to have a newsletter but switched over to the Sladen Blog.
      1. Is this a useful platform? It is difficult to get people to write updates for it, and there is a cost/benefit analysis to think of when we look at the effort to put out the blog posts/get writers against the amount it is being read.
   3. Eastern Michigan – Buzzwords are key in getting attention of individuals that would be helpful in getting funding/visibility.
   4. Lawrence Tech – working on a program that will be marketing the library more via the website.
   5. Mutually agreed that visibility on the organization’s website plays a key component in gaining the users’ attention.
3. Power Point Slides and relevant articles to follow

Respectfully submitted,

Amanda Kelly

MDMLG Secretary

February 22, 2024