

September TIF Meeting
Brentwood Public Library
September 4, 2014

What is the modern library?

Library as a Community Center.

What does the library of the future look like?

What is the future?

Depends on the type of community served.

Needs are different depending on the community

Gate stats are going down. There was a agreement on that front from participants.

Wifi traffic is up at most libraries.

Half Hollow Hills is reporting that their digital stats are going up

Community center programming brings people in

Marketing to users that are already using

Using Facebook Ads to try to get people to come in

Discussion of use of PSA on radio or TV and public radio

Public Access could be a way to go

Local media and local newspaper could be used

Next Generation librarians have to be the navigator of information
There is tons of info out there but how is it sorted out

Digital newsletter vs. print newsletter (Constant Contact)
-social media to advertise events and classes

Cannot alienate older generation

Print newsletters are not obsolete yet

Maybe check to see the google position in a search

Facebook Ads can be an effective tool to generate publicity with the library

If you register your library with Google, you can change the picture, contact info and hours of operation. It is like free advertising

HHH used to send out welcome packs to new home buyers in the district (on average 1200 a year)

The personal touch is more important than mass distribution

Know your patrons and your community to have programs that are interesting for that community

Newsletters and e-newsletters are a good combination for "better penetration"

Google Helpout - virtual reference video chat to answer questions

-it is an extension of the google hangout video chat

-used in business and social work and confidential interviews

Use Google Hangouts livestream or ustream to expand programming via the web

Google for Education is about \$5000 and if you are 501C3 then it may be reduced or free

Office 365 is free for 501C3's

Trend is moving most server storage to the cloud

IT people may be more involved with staff training and possibly patron training

-Windows 8 (Emma upgraded to 8 for the Reference/Circ desk)

-Emma using Classic Shell with Windows 8

When HHH had the 3D printer they asked people to request items in the form of a survey. They received over 200 email requests. They worked with those requests and gathered the emails with people who were technology driven and now they are targeting them for technology updates and programs

HHH has a rate of Fifty cents for a half hour

Mastic is doing introductory CAD classes for the 3D printer

-Printer will be out with ads for the program, the project and the classes

-Blockafi (Spelling?) and Tinkercad are types of software and apps being used

Mastic has a Technology Department that is separate from Computer Services but they can share budgets for hardware