

CONNECT Forum – September 11th, 2012

Who Aren't You Reaching?

In Attendance: Susan Hutchins (DC), Angela Thornton (DN), Debbie McPherson (BE), Christine Bassett (BE), Elisabeth Wright (VI), Barb Johnson (BI), Dana Beach (CT), Janeal Walker (NW), Cheryl Coleman (WA), Sally McCurry (DC), Jana Hausburg (CH), Kristin Williamson (MC), Suzette Felton (MC), Julie Ballou (NW), Buddy Johnson (DN)

- I. Welcome
- II. Changes in CONNECT planning committee: Buddy Johnson (DN) will be the new chair of this committee starting in December, rotating in for Angela Thornton. Barbara Beasley is also rotating off of the committee to be replaced by Julie Ballou (NW). Kim Edwards (DN) has also been rotated off of the committee.
- III. Trying to find the customers you aren't serving can be a difficult task. Angela shared some tools available through MLS such as Demographics Now and the Telephone Survey. Also, two articles from a search through the databases produced "Very Pinteresting!" by Kate Messner (School Library Journal, July 2012) and "Finding the Underserved" by Marc Futterman (Library Journal, 10/15/08). MLS has started a Pinterest page that may be utilized for a variety of purposes in the future. Please contact Kellie Delaney if you have ideas or questions.
- IV. Sharing – We went around the table and shared stories about customer bases each location has tried to reach and ways they have been successful; suggestions were also given to each other by librarians on approaches they might want to take. This would be a great ongoing discussion page for the intranet!

Adjournment

Next meeting: December 11th at Southern Oaks