

***CORRESPONDENCE RECOGNIZING STAFF
FOR MHLS BOARD MEETING OF MAY 8, 2019***

CORRESPONDENCE

- Thank you letter to Casey Conlin, Library Sustainability Coordinator, from Jeremy Johannesen, CAE NYLA Executive Director, on behalf of the Council and membership of the New York Library Association, expressing gratitude for his presentation of the "Hacks for Better Library Service & Productivity" workshop benefiting New York's library community.
- Thank you letter to Casey Conlin, Library Sustainability Coordinator, from Carolyn Bennett Glauda, Southeastern New York Library Resource Council Member Services Librarian for Education and Outreach, for his excellent presentation at SENY-Con 2019.
- Thank you email to Casey Conlin, Library Sustainability Coordinator, from Katie Scott-Childress, Director Saugerties Public Library, for visiting her library and providing follow-up information re: the Sustainable Library Certification Program Green Action list, and information on the email marketing/onboarding new cardholders initiative.
- Note to MHLS Board President Mark Wilson, from Starr Library Director Stephen Cook, thanking and praising Executive Director, Rebekkah Smith Aldrich, for attending the library's board meeting, presenting an excellent building expansion planning session, and for her outstanding work to-date as the System's Executive Director.



The Voice of the Library Community

New York Library Association

6021 State Farm Road, Guilderland, NY 12084
518-432-6952 / 518-427-1697 FAX
info@nyla.org / www.nyla.org

March 27, 2019

Casey Conlin
Mid-Hudson Library System
103 Market St.
Poughkeepsie, NY 12601

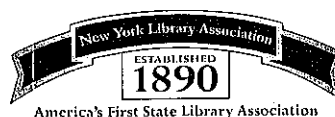
Greetings Casey,

On behalf of the Council and the membership of the New York Library Association, I would like to express our gratitude for your taking the time from your busy schedule to present the workshop "Hacks for Better Library Service & Productivity" on Tuesday, February 26, 2019.

Attendees of the workshop were fortunate to have such a knowledgeable presenter and benefited greatly from your expertise. Together with your support, NY's libraries are moving to a more equitably funded future. Thank you for your contribution to New York's Library community.

Sincerely,

Jeremy Johannesen, CAE
NYLA Executive Director
director@nyla.org





April 15, 2019

Casey Conlin
Mid-Hudson Library System
103 Market St
Poughkeepsie, NY 12601

Dear Casey,

Thank you so much for participating in SENY-Con 2019 with your presentation, . Your contribution to the day helped make the event a resounding success. On behalf of Southeastern's staff and members, I thank you for the hard work you put into preparing and delivering your presentation. The information you provided was decidedly beneficial to everyone in attendance. Please keep us posted if you make plans to present this material again in the future.

The strength of an organization like ours depends on the passion and participation of members. On Friday, April 5, 2019, you helped demonstrate the depth and breadth of talent in the Southeastern region. We encourage you to keep up the good work, and look forward to partnering again soon.

Sincerely,

A handwritten signature in cursive script that reads "Carolyn Bennett Glauda".

Carolyn Bennett Glauda
Member Services Librarian for Education and Outreach



From: Katie Scott-Childress <director@saugertiespubliclibrary.org>
Sent: Tuesday, April 23, 2019 2:44 PM
To: Casey Conlin
Subject: Re: Sustainable Library Certification Program Green Action List, (plus)

Hi Casey,

Thanks so much for coming out and following up with this. Having the whole list is really helpful. I will look into the recyclable receipts. I was just talking to a board member about the receipts yesterday while we were on our Earth Day clean up.

Also, the email marketing piece is great. We have been doing absolutely nothing when it comes to card-holder retention so doing anything would be a lot.

Thanks again!

Katie

On Tue, Apr 23, 2019 at 1:45 PM Casey Conlin <cconlin@midhudson.org> wrote:

I meant to send this along, too, which has more details about the type of email marketing/onboarding for new cardholders.

<https://superlibrarymarketing.com/2019/02/11/libraryonboardingemails/>



How to Hook New Cardholders and Make Them Loyal with Email – Super Library Marketing: All kinds of marketing ideas for all kinds of libraries.

We talk a lot about emailing our cardholders with information about new products, services, and collection items. But you can also use your email list in a powerful way to reach people who have just signed up for a library card. Most libraries take a minimalist approach to "on-boarding" a new cardholder. Once a person...

superlibrarymarketing.com

Peggy Winn

From: MHLS Contact Form <noreply@midhudson.org>
Sent: Wednesday, April 24, 2019 3:10 PM
To: R Moore
Subject: Board Contact from: Stephen Cook

I would like to contact:

Wilson, Mark (Columbia)

Name:

Stephen Cook

Library Affiliation

Starr Library Rhinebeck

Email:

starrdirector@icloud.com

Subject:

Presentation by Rebekka Smith Aldrich @ Starr

Message:

Dear Mark,

I just wanted to let you know that we had a library Board meeting this week, followed by a session led by Rebekkah Smith Aldrich to help us focus on our needs and goals via a small group "SOAR" exercise. Rebekkah laid it all out for us, and helped summarize the results, as we consider expanding our building. She also attended our very brief Board meeting, and took a tour around our facility, and weaved some of those observations into her session. As a library Director in the MHLS system, I am thrilled by Rebekkah's work, and what she is accomplishing, with constrained resources, and unexpected issues such as delivery contracts. From the trenches: she is doing great.
Stephen Cook/Director/Starr Library