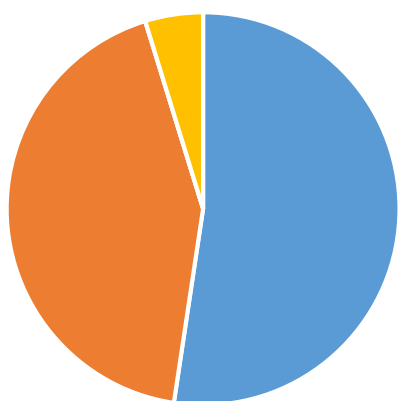


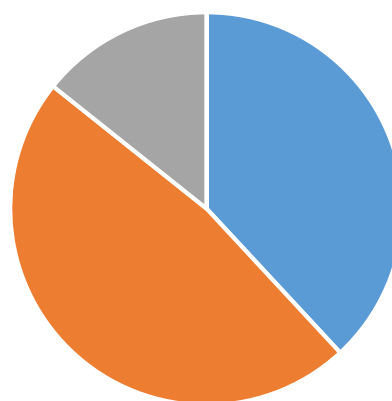
"The Million Dollar Reason Your Library Should Market the Collection... and How to Do It!" with Angela Hursh

I learned something by participating in this library activity.



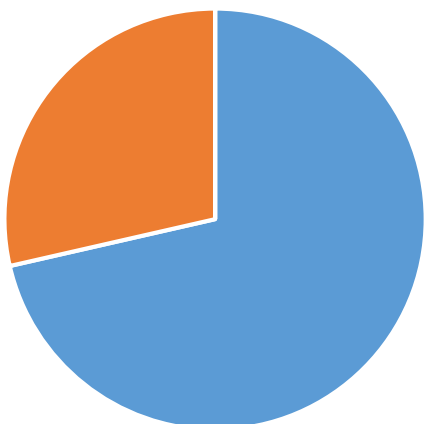
■ Strongly Agree ■ Agree ■ Neutral ■ Disagree

I am likely to apply what I have learned.



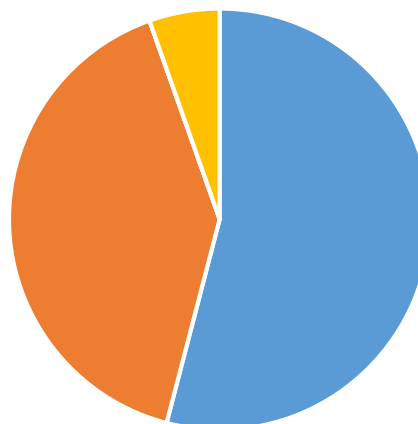
■ Strongly Agree ■ Agree ■ Neutral ■ Disagree

The program was organized well and structured appropriately for the topic.



■ Strongly Agree ■ Agree ■ Neutral ■ Disagree

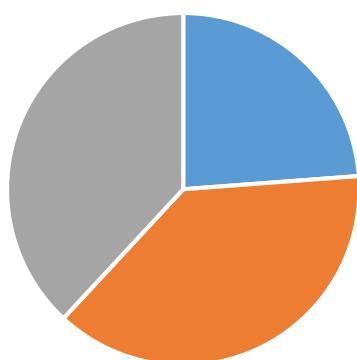
Overall, I think the workshop was excellent.



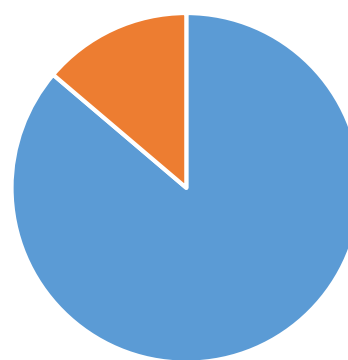
■ Strongly Agree ■ Agree ■ Neutral ■ Disagree

"The Million Dollar Reason Your Library Should Market the Collection... and How to Do It!" with Angela Hursh

How did you hear about the workshop?



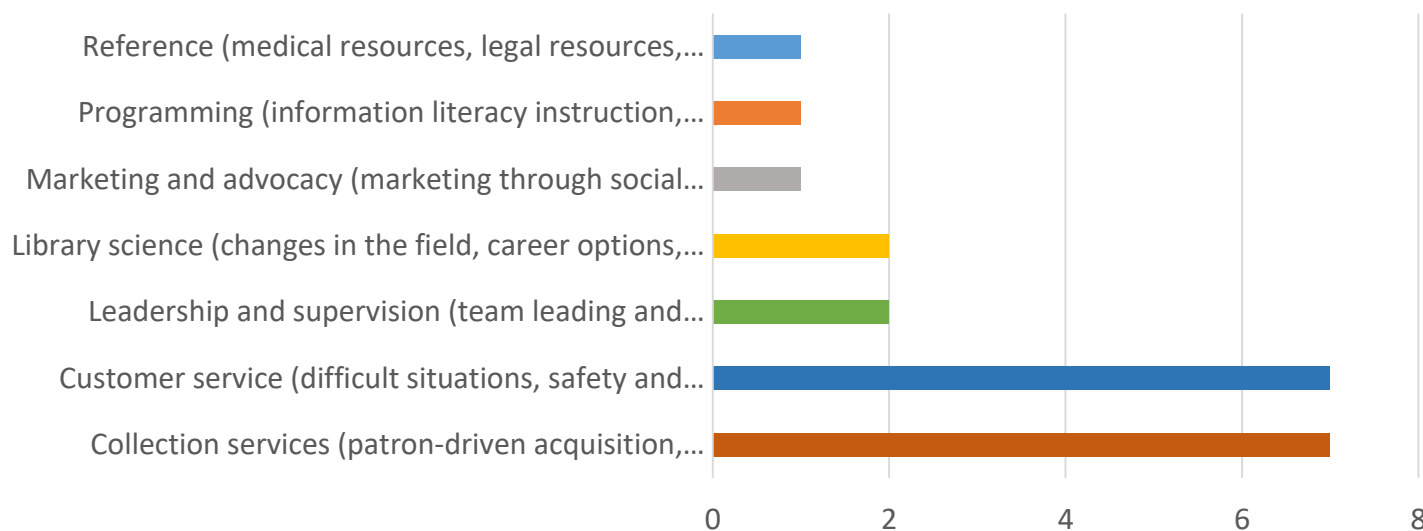
Time allowed to cover the topic was:



- INCOL Mailing List
- Email/LibIdaho/Listserv
- Supervisor/Colleague

- Just Right
- Too Little

Series 1



"The Million Dollar Reason Your Library Should Market the Collection... and How to Do It!" with Angela Hursh

What were the strong points of the program?

- Applicable and relevant information
- The instructor was knowledgeable
- good for readers advisory- good to market our content, not just our programs
- Well organized, timely topic, experienced presenter, good tips, and thorough Q & A.
- Good applicable entry-level discussion of marketing principles
- Presenter, knowledge, and depth of subject (not too surface). Glad it was online; otherwise may not have attended. (In normal years I don't attend due to work schedule.)
- the importance of marketing the collection, I tend to focus on programming.
- her content and enthusiasm
- Excellent presenter with excitement and passion for promoting books
- The QA
- The importance of marketing the collection and using "emotional" words in subject lines
- Ideas for good marketing
- Research-backed, real-world solutions
- Angela was so knowledgeable and has so much experience that she provided. Also the websites that she suggested was really great.
- Presenter's experience and knowledge
- I like how she explained the 3 way to promote collections
- Practical tips and ideas for promoting the library and our services.
- the Q&A duration was perfect. Having actionable outcomes
- Ideas

"The Million Dollar Reason Your Library Should Market the Collection... and How to Do It!" with Angela Hursh

What were the weaknesses of the program?

- Technology glitches
- She didn't say the source of info regarding suggestions for posting on social media. They were blanket statements without taking into account different regions or social media history.
- some technical glitches - nothing major
- A few tech glitches with sound and not seeing the presenter.
- Aimed firmly at public or K-12 libraries with popular (novel) collections
- small technical problems, fixed by the follow up links
- would have liked to see her
- Given she works for NoveList - most resources directed back to NoveList
- WebEx isn't the optimal platform - Zoom is much more user-friendly
- Presenters had current practices and methods to share.

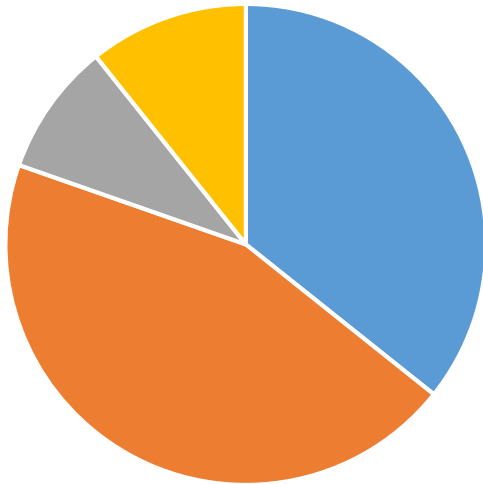
"The Million Dollar Reason Your Library Should Market the Collection... and How to Do It!" with Angela Hursh

COMMENTS or SUGGESTIONS about the program?

- Say what you're basing your recommendations on.
- well done and timely
- More description or note on intended audience
- I think having programs once in a while online is good; allows some who cannot ordinarily "leave work" (physically) ability to participate.
- What really struck me was Angela's comment that people get a library card so they can get stuff (duh! but I hearing her say it hit home), so do what you can to promote your collection!
- The only reason I answered neutral on some of the question is because I work at an academic library and the marketing strategies seemed applicable to public libraries. I know this can be a difficult thing to incorporate academic libraries into so that's understandable.
- Very helpful for all levels of our staff contributors.
- First INCOL webinar. Was better than I thought it would be.
- Thank you for providing this opportunity.
- Presenter was great, I have taken marketing courses previously was interested in a few new tricks, but content did not really apply to academic higher ed collections
- Thank you so much - I've been following Angela's blog for YEARS and it was so exciting to hear her speak in person!
- Maybe send out the list of website/services that Angela uses. For example I didn't catch what the email service was that she uses was called.

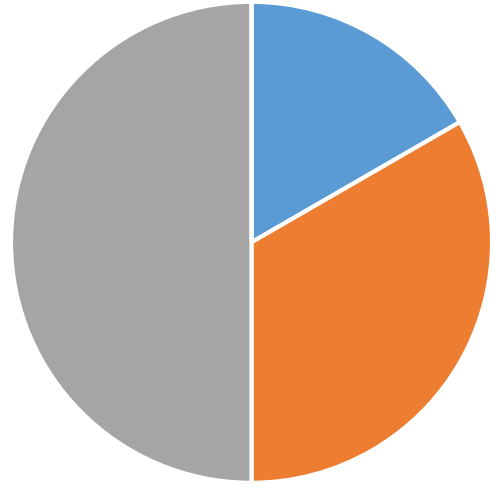
"Out of the Box Library Marketing: Pandemic Edition" with Sasha Vasilic

I learned something by participating in this library activity.



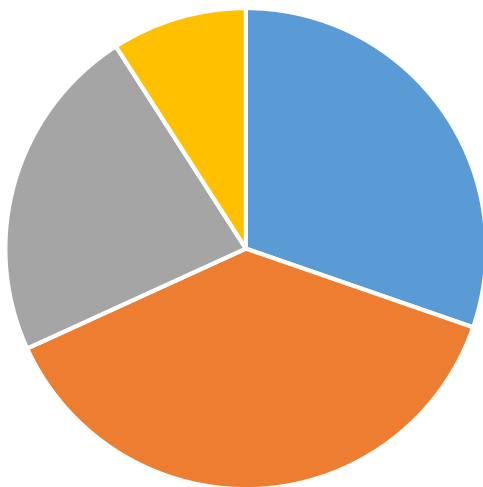
■ Strongly Agree ■ Agree ■ Neutral ■ Disagree

I am likely to apply what I have learned.



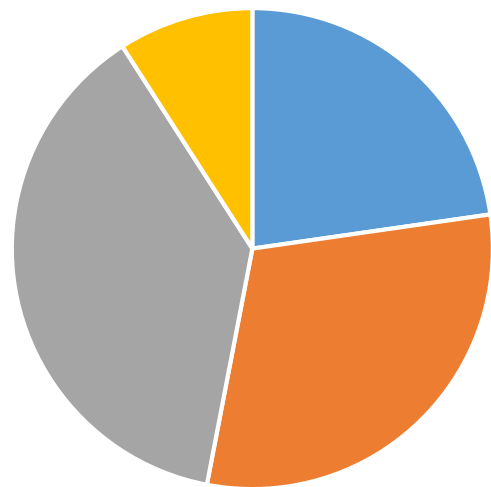
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The program was organized well and structured appropriately for the topic.



■ Strongly Agree ■ Agree ■ Neutral ■ Disagree

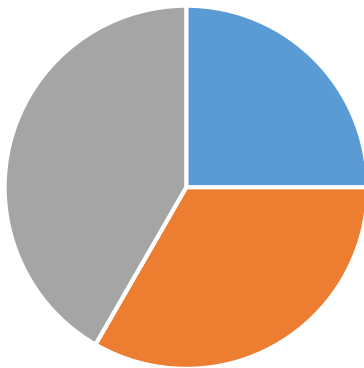
Overall, I think the workshop was excellent.



■ Strongly Agree ■ Agree ■ Neutral ■ Disagree

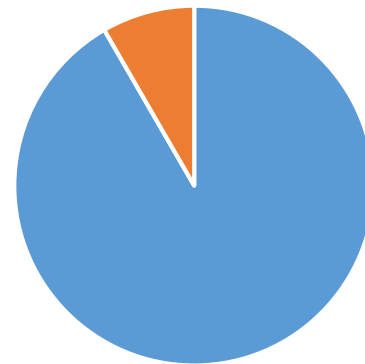
"Out of the Box Library Marketing: Pandemic Edition" with Sasha Vasilic

How did you hear about the workshop?



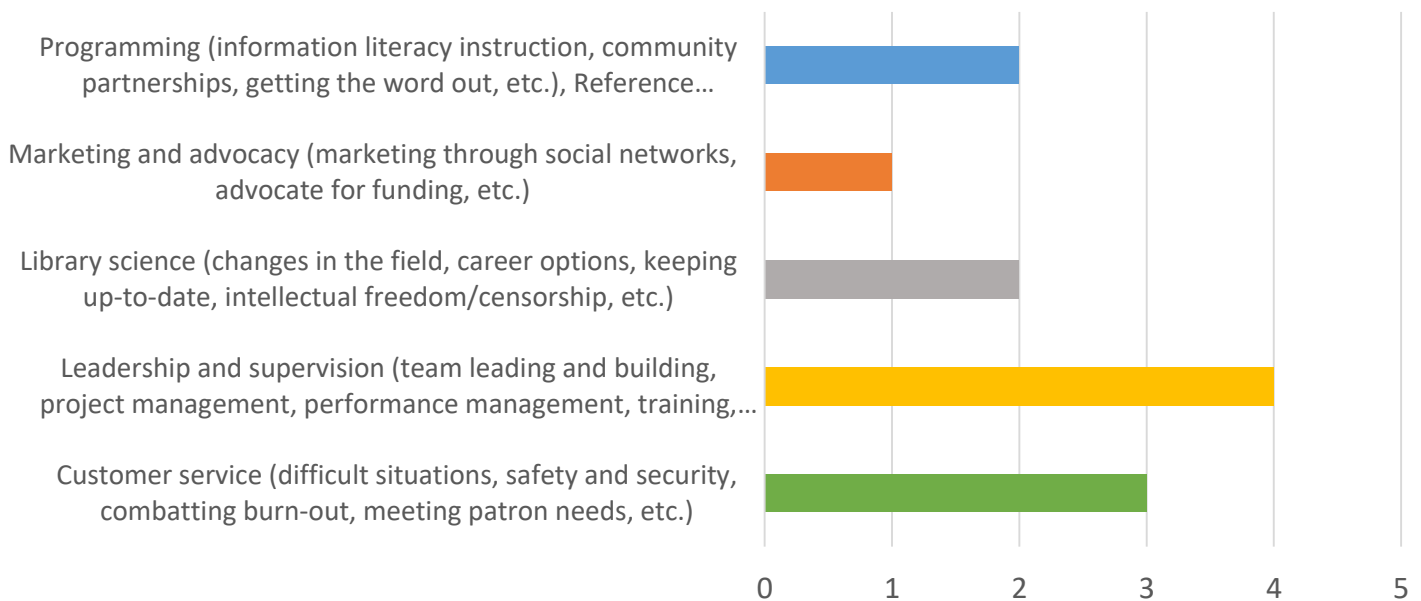
- INCOL Mailing List
- Email/LibIdaho/Listserv
- Supervisor/Colleague

Time allowed to cover the topic was:



- Just Right
- Too Much

Future topics/speaker suggestions



"Out of the Box Library Marketing: Pandemic Edition" with Sasha Vasilic

What were the strong points of the program?

- I liked the testimonials from members idea.
- Presenter works in the library and knew his material.
- practical and useful
- Excellent program with the well- organized structure and great speakers!
- showing tools from coschedule.com
- Easy to access and everyone was very friendly
- I liked that he had explains of his promotions and other libraries
- Virtual meeting
- Nice overview of marketing
- Presenter was personable
- The social media tips

What were the weaknesses of the program?

- Unfortunately there were a lot of technical issues.
- Tech issue with the slides
- Tech issues but it happens to us all!
- the technical difficulties - that happens
- Too much time on what didn't interest me, and too little on what did. This is individual specific and not a reflection of the instructor
- Title and description did not indicate that this was a basic course. It followed an more advanced course.
- It was too basic.
- (tech issues). Perhaps rehearse with presenters prior?
- There weren't any weak points.

"Out of the Box Library Marketing: Pandemic Edition" with Sasha Vasilic

COMMENTS or SUGGESTIONS about the program?

- Perhaps consider how provide tips to recruit more digital followers.
- The only reason I answered neutral on some of the question is because I work at an academic library and the marketing strategies seemed applicable to public libraries. I know this can be a difficult thing to incorporate academic libraries into so that's understandable.
- I'm going to take a photo of our library dog and cat and post it saying Sparky and Filbert miss you!! Good idea.
- Indicate that it is a basic course. Offer previous to an advanced course.
- Good coverage of basic skills.
- Thank you!
- I was concerned about the short advertising period, but it looks like we had a good turn out!
- Thank you for sharing your expertise.