MEETING NOTES FOR
2018 CLA CONFERENCE
GENERAL MEETING
HYATT REGENCY SANTA CLARA
SATURDAY, NOVEMBER 10, 2018
7:30 AM – 8:55 AM

ATTENDEES

Jacquie Brinkley, Zip Books Project Manager
Mercy Nuesca, Zip Books Project Coordinator
Carol Frost, Zip Books Administration, PLP
Carolyn Brooks, Grant Monitor, California State Library

Jon Andersen, Riverside Public Library
Dayna Armstrong, Monterey Public Library
Henry Bankhead, San Rafael Public Library
Erin Baxter, San Benito County Free Library
Jean Chapin, Harrison Memorial Public Library
Karen Christiansen, Paso Robles Public Library
Stacey Costello, Colusa County Library
Lisa Dale, Sacramento Public Library
Lori Easterwood, Folsom Public Library
Laura Einstadter, Amador County Library
Tamara Evans, Kings County Library
Beverly Fisher, Ingram Publishing
Lindsay Fuchs, Plumas County Library
Rachel Gaither, Pacific Grove Public Library
Nancy Giddens, Calaveras County Library
Kathryn Hunt, Lincoln Public Library
Rebecca Kemp, Tulare County Library
Rita Lovell, Alpine County Library
Lynn McCormick, Tuolumne County Library
Mila Rianto, Salinas Public Library
Nancy Schram, Ventura County Library
Kim Smith, Monterey Public Library
Amy Taylor, Merced County Library
Erica Thatcher, San Luis Obispo City – County Library
Erik Thurman, Los Gatos Public Library
Yolande Wilburn, Nevada County Library

AGENDA

7:30 AM – 7:45 AM	Check-in and breakfast
7:45 AM – 8:00 AM	Show Zip Books Promo Video

8:00 AM – 8:05 AM	Zip Books Team Introductions
8:05 AM – 8:15 AM	Zip Books Website, Promotional Materials, and Promo Video
8:15 AM – 8:35 AM	Zip Books Best Practices Table Conversations
8:35 AM – 8:50 AM	Summarize Table Conversations
8:50 AM – 8:55 AM	Questions/Wrap up

MEETING HIGHLIGHTS

ZIP BOOKS UPDATES

- New Promotional Video

  The State Library premiered their brand new promotional video featuring interviews from Zip Books library staff and patrons in central and northern California. It's still a work in progress, but snippets can be watched on the State Library website.

- New Promotional Material

  Libraries will soon be receiving kits with new promotional materials, including bookmarks, bookplates, postcards, and posters.

- New Website Resources

  The new Zip Books website is up and running, and includes all our new procedural documents.

BEST PRACTICES

- For Promoting Zip Books
  - *Providing a link to the ZB info page/request form when a search in your library catalog generates "No Results" or on your library's online "Purchase Suggestion Form" (Monterey Public Library)*
  - *Creating a ZB display where patrons can browse and see what other items patrons have requested*
  - *Including ZB promotional materials in your library's "Welcome Kit"*
  - *Customizing ZB promo materials to include FAQs, such as a sticker on the back of the postcard*

- For Processing Zip Books requests
  - *Using web forms that patrons can access through the library website, while also keeping paper forms on hand at the front desk for those who still prefer paper over digital (Nevada County Library)*
  - *Keeping an eye on your allocation and notifying customers of funding availability*
  - *Using Survey Monkey to build your online request form so requests can be submitted and compiled even if funds are low (Riverside Public Library)*

- *o* *Keep the momentum going by asking Friends of the Library to supplement funds when allocation is spent so patrons don't think the program has ended for good*
- *o* *If additional funds are needed, contact your Zip Books team and we'll work to increase your allocation!*

- For Customer Service
  - *o* *Keeping customers in the loop about their requests*
  - *o* *Using communication templates to provide patrons with ZB order updates/delivery estimates (Kings County Library)*
  - *o* *The program itself provides great customer service!*