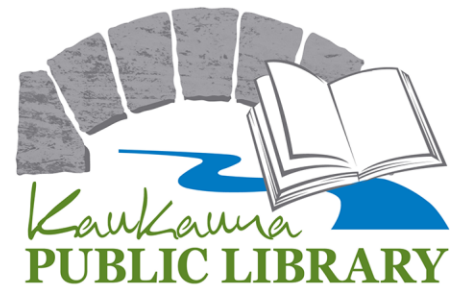


To: Kaukauna Public Library Board of Trustees
From: Library Director Ashley Thiem-Menning
Date: 10/17/25
Re: WLA



The best session I attended at WLA was on marketing library collections. The librarian pointed out that most libraries are hyper focused on marketing their programs, but not their collections, which I agree with.

The presentation was put on by a librarian and an employee of the readers advisory database Novelist. The presentation gave some very simple ideas on how to better market collections online. While we post about collections at times, it isn't like what I saw in the presentation, and it can be simple for us to begin.

They also talked about leveraging our services/programs with internal marketing. The example they gave was for a Cookbook Club program, where they made a bookmark about the program and put it in some of the cookbooks in the stacks. Another example was putting a bookmark about hotspots in the travel books, letting folks know that they can bring the internet with them on their trip. This can help increase circulation because they may then check out hotspots, or they may end up checking out more cookbooks because they start attending the program.

I also really liked the fact that they had also mentioned putting bookmarks in holds people were picking up to market things. We have done this in the past, but it has been many years since we have.

Lastly, the librarian had created a list of patrons that had specific reading interests, and she would send them three recommendations a month. The click rate on the newsletter was very high, and the unsubscribe rates were also very low. Our potential new software does have a section where we can ask patrons about their reading interests. This could be a prime opportunity to gather email addresses to begin a project like this.

The other sessions I attended at WLA were interesting; however, I do not think that the takeaways are anything I will be implementing next year beyond these new marketing measures as they would be too time consuming.