Monkeying Around with MailChimp

Diana Symons
College of Saint Benedict/Saint John's University

Courtney Walters
Bettendorf Public Library and Information Center
Newsletters at CSB/SJU

Sent out by (some) public services librarians to their liaison depts.

- Mine are sent out monthly
- Contents include lists of relevant Choice reviews; invitations to schedule instruction sessions & research appts.; links to discipline-specific LibGuides; library blurbs for syllabi; database trials; new book purchases; library events; and other general library info
Book Orders

Our first fall newsletter includes attachments for August, September, and October *Choice Reviews* related to sociology and anthropology. Contact me if you'd like us to purchase any of these titles or other items for the library. Remember to specify if a title should be ordered for Alcuin (SJU) or Clemens (CSB) Library. Requestors receive an automated email once a new order has arrived at the library.

Our collection development librarian, S. Stefanie Weisgram, will be in Guatemala 10/19-11/17, so there may be delays in our regular ordering process.

New Reference Hours

We have recently changed our library reference structure. Librarians continue to staff the reference desk at both libraries during evening hours (6-10pm, Sunday-Thursday), but during the day we now have “on call” office hours. Please let your students know that librarians are still available during the day. If they don’t see a librarian at the reference desk they can check for signs or ask at the circulation desk to find out who is currently on call.

The new on call hours for both Clemens and Alcuin are 11am-4:30pm Monday-Friday. A librarian or student worker will be available via “Ask Us” (Hivebo chat) during all hours the library is open EXCEPT for 8-9am Monday-Friday.
LIBRARY NEWSLETTER - SOCIOLOGY
February 2012

Book Orders
Click on the links to see the attached lists for January and February Choice Reviews. Help shape the library collection - contact me with purchase recommendations for either library.

'Library Day' Sessions
Contact me to set up a library instruction session with your class, or encourage your students to schedule an individual research appointment at the library.

Diana Simons
Social Sciences Librarian
Phone: 320.363.5296
Office: Clemens A108
dsimons@csbsju.edu

Research Help For Students
Sociology Research Guide
Individual Research Appointment Form
Passion for the Profession Defines Satisfying Career for New Library Director

For Elisa F. Topper, the new Director of the Bettendorf Public Library, fate bound the pages of her life closer to home than she knew. Of librarianship, Elisa says, “It’s a great career for someone who loves to learn. It is fulfilling and challenging.”

Topper’s family owned and operated a supermarket in Jacksonville, Florida, across the street from a library. When she was 14, the Library hired Elisa to shelve books. Her duties increased with time from shelving to reading children stories to being responsible for the opening and closing of the one-room Carnegie Library.

Acquire new skill sets.

Topper is a believer in life-long learning and adding value to one’s career by acquiring new skills. That is evident from the vast knowledge and professional experience she possesses and the two Masters Degrees she holds: a Masters in Library Science from Florida State University and a Masters in Industrial Relations, with an emphasis in personnel management, from Loyola University of Chicago.

Topper’s extensive experience includes Business Reference Librarian, Special Librarian for a
Dear Librarian,

In 1999 I discovered a way to get people back in the habit of reading books. I’ve always encouraged my staff to read, so you can imagine my reaction when one of my employees, a stay-at-home mom, told me, "Suzanne, I cook, I clean, I take care of my kids, my husband and I work part-time for you. I can't find the time to shave my legs and you want me to read a book??"

She had a good point. So the next morning in my daily email to staff, I included a couple of pages from the book *Tuesdays with Morrie*. Just a quick 5-minute read. The next day I included a bit more and by the fourth day, the no-time-to-shave-her-legs mom emailed: "Suzanne, I'm embarrassed.

LIBRARY SERVICES

- **New Book Alerts** - automatically sends your patrons alerts about your new books, videos and music.

- **Online Book Clubs** - sample books in your email. The only services that lets you read 2-3 chapters from recently published books.

- **Teen Book Club** - a special online book club for teens, with a daily introduction from teen readers.

- **BookNews** - 21 monthly pre-made newsletters, custom newsletters, pathfinders, design templates and social networking. (This website was created using one of the pathfinders in BookNews.)

- **BookTweets** - automatically tweet books, schedule tweets and monitor staff and volunteer tweets.

- **Library Tabs for Facebook** - display your book clubs, BookNews, New Book Alerts and widgets on your Facebook pages. Content dynamically updates each day.
Newsletters at the Bettendorf Library, cont'd

• Dear Reader subscription
  • $1000 per year
  • Manages email list for Pages, reading lists, chapter-a-day service
  • We do NOT use their templates

• 3354 email subscribers, 575 mailed, another 400-500 printed for library
Why use MailChimp?

• Templates – look professional
• WYSIWYG – easy editing
• Easy tracking
• It’s free to start
What other options are there?

- Using services supplied by your email provider.
- Creating a Word or Publisher document, and attaching to an email.
- Other subscription services
Important Considerations

• Who will be responsible for content?
• Who is your target audience?
• What will you include?
• When is the best time to distribute?
• How/where will people opt in?
• Formatting, accessibility
### Monthly Plans

for frequent senders

If you send at least once a month, a monthly subscription is your best option. We’ll bill your credit card every month based on the total number of subscribers managed in your account. Your monthly fee will be automatically adjusted as your list grows or shrinks.

View international pricing

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Newsletter pointers

• Keep It Short and Simple.
• Tailor content when possible.
• Use a conversational style.
• Choose a format and stick to it.
• Content must be current & accurate.
• Supply opportunity for interaction.
(Unsolicited!) Feedback

• "This is an amazing [newsletter] that you have created! [...] It is fantastic!"

• "Thanks for the newsletter, I find it very helpful for me as well as directing new students to resources."

• "Thanks for sending me the [LibGuides] link. I'll use for my classes."

• "I will cut and paste this [library blurb] into my syllabi - thanks."
Quick discussion

• Break into groups (4-5 people)
  • Discuss what you think you could use this service for at your library.
  • What should be included? Length? Links?
Create an account!

• Diana will walk you through the process of creating an account and a test campaign.

• If you have trouble, or have a question, please flag Courtney down.
Playtime!
Create a customized campaign

• Create a campaign for a service or program at your library. You can make one up if you want.
  • Brand the template using your library’s website, institution-specific content, contact info, etc.

• Send the campaign to the other individuals in your small group.
Evaluate!

In your small group, evaluate each other's campaigns.

- What do you like?
- What could be improved?
- What would you like to see from future campaigns if you were a patron?
Whole group share

• What did your small groups talk about?
• Any best practices you have decided on from your experiment?
Analyzing Reports

• So you’ve sent your MailChimp newsletter or flyer. Now what?
Q&A
Bibliography


MailChimp Reviews

• http://www.pcmag.com/article2/0,2817,2357226,00.asp
• http://email-marketing-service-review.toptenreviews.com/mailchimp-review.html
• http://www.email-marketing-options.com/mailchimp