

Marketing Committee/Taskforce Report

Submitted by

Liesl Cottrell

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1. Committee Members: Liesl Cottrell, Marielle McNeal
2. Current Projects: Recruitment Email

The recruitment email is almost ready to send. Liesl and Marielle need to proof read their messages before sending out the recruitment email for new HSLI members.

Prior to the email being sent, Liesl and Marielle worked with Royden Jones in connecting with Jacqueline Leskovec, the Network Librarian at NNLM. Jacqueline was able to create a spreadsheet of all NNLM Illinois members. A spreadsheet, instead of a Word Document or a PDF, of these contacts is essential for the mass email because of the Mail Merge feature in Microsoft. This is the form of distribution Liesl would like to use, because one can set up a mass email list with a personalized-sounding salutation, intending a higher response rate. After Marielle and Liesl received the excel spreadsheet, Liesl deleted all current HSLI members out of the list and Marielle added as many blank contacts that were in the list. There were several hospitals listed in the spreadsheet that did not have librarian contact information, so Marielle was able to find the librarian/person responsible for that institution and added their information.

Liesl reached out to Royden to update the online application on the HSLI website to include the PayPal account link. Stacey Knight Davis was able to update the form on the website. Liesl did not want to send out the recruitment email until this was available, since some individuals do not have the ability to write checks, due to hospital processes and having access to an online payment feature will hopefully increase memberships.

With the list updated, as stated before, Liesl and Marielle need to proof read their messages before creating the mail merge that will send out emails based on the excel list. Marielle and Liesl intend on sending out the recruitment letters no later than Friday, June 22, 2018.

3. Board Action Items:

N/A

4. Attached Items:

- Liesl's Recruitment Email
- List of NNLM contacts without HSLI members

Hello, _____

I hope this message finds you well! My name is Liesl Cottrell and I am a librarian at Resurrection University in Chicago. I would love to invite any interested staff at your library to consider joining Health Science Librarians of Illinois (HSLI). HSLI is nonprofit and a network of approximately 100 Illinois members interested in the health sciences. Our librarians come from all sorts of backgrounds and professional levels, including library students! As an academic and medical librarian in a Chicago-based nursing and allied health school, I struggled with finding a group of individuals who embraced a variety of librarian roles, aside from ALA, until I stumbled upon HSLI. Our members work in academics, specialized, and hospital libraries. HSLI's mission is to promote the professional and educational development of its members, so we embrace a variety of subjects.

HSLI membership is extremely affordable in comparison to other national and regional library organizations. The annual cost is \$10... cheaper than any book I have ever had to purchase for my library.

Our annual conference provides a cost effective way to maintain skills and to network with other colleagues in hospitals, universities and special libraries throughout the Illinois. As an HSLI member you will be a part of our listserv and receive notices from our frequently updated [newsletter](#) ranging in a variety of topics from paper and presentation deadlines, to scholarships and awards, and CE events to help with professional development.

Many of our members are active in the library community, publishing and presenting at a variety of events that can be found [on the HSLI website](#). HSLI members also receive a discount on the R2 annual fee and Ovid subscriptions. HSLI would love the support of professionals such as yourself. As a member, it is encouraged that you reach out to other HSLI members with new recommendations for tailoring our programs to meet additional professional needs. HSLI can expand your network with librarians and colleagues in hospitals, universities, and special library settings, helping you with new ideas for your own library—some of the best things I personally implemented in my own library came from other librarians' suggestions.

Please feel free to [visit our website](#) for additional information about HSLI and our annual conference from September 25-27, 2018 titled: Rivers of Data, Streams of Knowledge. This year's conference is at the Cliffbreakers Riverside Hotel & Conference Center in Rockford, Illinois and offers presentations on emerging technologies and systematic reviews, providing HSLI members a more cost effective way for achieving professional goals. More information about our conference [can be found here](#), including a scholarship application to help pay for the conference.

Do you have any questions? Please don't hesitate to ask and I will do my best to respond quickly.

If you are interested in joining HSLI, here is the [direct link to our online application](#).

Thank you so much for your time and have a wonderful day!

-Liesl Cottrell, MLIS