

**ARLIS/NA + VRA 3<sup>rd</sup> Joint Conference 2016 | Seattle**  
**Poster Session**

**E-newsletters for Art Libraries** — *Dana Hart*, Manager for Library Administration, Thomas J. Watson Library, The Metropolitan Museum of Art and *Leah High*, Assistant Museum Librarian Thomas J. Watson Library, The Metropolitan Museum of Art

In an effort to increase outreach to our patrons and activate potential development opportunities Watson Library is in the process of creating a quarterly e-newsletter. After about nine months of research and development, we are planning on sending out our inaugural issue this winter. Throughout the development of this e-newsletter we have had to deal with many questions. Issues fell into roughly three categories: our own goals/context (What do we want to accomplish? Who are we sending this to? What analytics/evaluation will track success?); content/design (What platform to use? What content do we want to include, and who will supply it?); and best practices (Do we need an editorial board? What is the timeline for each issue? What is the overarching workflow?). There are exceedingly few examples of newsletters from art libraries, and the lack of examples made the issues even more difficult to navigate. Since all art libraries will approach a newsletter with different context and goals, the takeaway of this presentation will not be an "ideal" e-newsletter. Rather, it will be a series of questions and points of consideration meant to help any art library start thinking about newsletters, illustrated in a flowchart poster and summarized in a handout. In a short presentation we will highlight the issues we encountered during this process, as well as the possible solutions we weighed for each one. For us this process was filled with surprises, but by sharing our experience we can make it a smoother process for other art libraries.