1-19-2016

Public Relations and Outreach Workteam Meeting Essence Notes

Alva Wilbanks
Georgia Southern University, abritt@georgiasouthern.edu

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/lib-pr-notes

Recommended Citation
https://digitalcommons.georgiasouthern.edu/lib-pr-notes/24

This essence notes (open access) is brought to you for free and open access by the Public Relations and Outreach Work Team at Digital Commons@Georgia Southern. It has been accepted for inclusion in Public Relations and Outreach Workteam Meetings Essence Notes by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.
Public Relations & Outreach Work Team  
January 19, 2016  
Essence Notes

Attending: Lori Gwinett, Tony Ard, Ashley Lowery, Rebecca Ziegler, Janet Burns, Jessica Williams, Fred Smith, Paolo Gujlde, Alva Wilbanks

Newsletter: Janet reported on items previously discussed for inclusion in the February issue: Tech issue or tech items, Donors’ reception and photos, water bottle refilling stations, Digital Commons (old newspapers or Reflectors?), Orion Harrison donation, Staff Merit Award winner Ashley Lowery, and Save the Dates for Farm to Table June 9, Sustainability Showcase, Latino Americans film February 3, and remaining International Film Series dates, Money Smart Week. Fred will write a follow-up article about the seed library, and Janet will include photos of produce grown from our sustainable seeds. Those responsible for articles and photos are to get them to Janet as soon as possible. The issue of the newsletter only being distributed to the Friends of the Library group was voiced and will be revisited at a future meeting.

Library Promotional Items Survey (water bottles and tote bags): Lori reported the results of the survey gave both the water bottles and tote bags the top choices. Cost of water bottles 200 @ $2.69 = $538.00 and tote bags 250 @ $1.69=$422.50. The consensus was to go with the water bottles which the group felt would get better use and visibility and would help to advertise the new water bottle filling stations recently installed. Lori and Janet are to follow up on suggestions to check with Marketing and Promotion regarding water bottle prices, and to check with Starbucks on discounts for using the bottle at their campus location. They will bring their findings and other suggestions back to the group for further discussion.

Exhibits Calendar and Locations: Lori reviewed upcoming exhibits:

2nd floor exhibit cases (Exhibit 2 on calendar):
- January 7 - February 12 - The Work of John Abbot: Ornithologist, Entomologist and Artist - Wendy
- February 15 - March 13 - Comic Books <-> Movies - Tony - (Setup Feb 13, Breakdown March 13/14)
- April (?) - Jazz Month - Kay Coates - 2 cases

1st floor exhibit area (Exhibit 1 on calendar):
- February 1 - March 17 - Reel Bad Arabs (Setup January 29, Breakdown March 18)
- April 9 - 24 - Sustainability Showcase - (Setup April 8, Breakdown April 25)

Blue Blob (Exhibit 3 on calendar)
- March 1 - 31 - QEP exhibit by Lori and Rebecca (set up February 28, Breakdown March 31)
  (Note, this exhibit will roll over to the poetry exhibit.)
- April 1 - 30 - National Poetry Month by Rebecca (set up March 31, Breakdown May 2)

Money Smart Week - Jessica Williams & Devante Thomas April Exhibit dates and area TBD
Elections Gov Docs exhibit - Political Science Club dates TBD
Best Bets for Library Research - Peggy Lee - March 14 - April 23 - area TBD

Lori reported that the exhibit area on first floor will likely no longer be available following Spring semester. Using the open area on second floor overlooking the amphitheater was discussed as a possible location. The group also discussed the need for better lighting and some additional exhibit cases.

Lori announced that PRO committee members should be able to view the exhibits calendars soon and Social Media group should be able to view and post to the social media calendar now.
Digital Commons Open House: Ashley reported that the open house is scheduled for January 27, 10am - 2pm in the library conference room and refreshments will be provided. Promotion of the event with faculty and dean testimonials will be in the upcoming liaison newsletter (January 25th), GSFac, MyNews, GSInfo, Facebook, liaisons telling faculty, Library Newsblog, and Graduate Studies.

Old Business: Publicizing the use of books in the library: The group revisited Rebecca’s suggestion of ideas for the promotion of books in the library. Additional ideas voiced were to gear the promotion toward faculty and/or conducting a READ poster project similar to the Discover project using faculty. Paolo suggested that the library’s new OverDrive system that will launch February 3rd could work in conjunction with promoting the use of books. He gave a short demonstration of the new OverDrive system which contains popular electronic books and audiobooks which faculty and students can check out for a period of 14 days. Paolo requested the PRO committee’s assistance in promoting the new system to campus. Fred stated that he feels there is a need to find out why people don’t use books and who are those that are using books. The possibility of a survey was suggested. It was decided to hold a brainstorming session for all PRO members interested in this topic on Tuesday, February 9, 3:00 pm in the library conference room.