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Public Relations & Outreach Workteam Meetings Essence Notes

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Public Relations and Outreach Committee

March 3, 2015

Essence Notes

Present:

Ann Hamilton
Kendria Lee
Janet Burns
Steve Hooley

Jessica Williams
Katrina Jackson
Paolo Gujilde
Fred Smith

Jessica Minihan
Ruth Baker

Survey Update & News Box Request:

Kendria gave an update on two surveys in progress, the Public Service Quality Survey and the Henderson Library Research Survey. She requested that both surveys be posted in the library's news box. The committee gave permission for the Public Service Quality Survey to be posted in the news box beginning today and running three weeks. The Henderson Library Research Post-Survey will be posted in the news box for the entire month of April. Both surveys will also be promoted in the library's blog, Facebook page, and on Twitter.

Funding Request:

Janet reported on the upcoming Sustainability Showcase scheduled for April 12 - 22. The library is collaborating with the Center for Sustainability (CfS) for this exhibit. CfS will host a reception on the 22nd at which time Dr. Keel will present awards the first ever Green Eagle Awards. The library will promote the event on the usual social media outlets and the news box. Janet requested funding to cover the cost of promotional posters for the event. The committee voted to cover the cost of the posters up to \$175.00.

Einstein News Box Request:

Ruth and Jessica Williams are creating an exhibit beginning March 14 commemorating Einstein's birthday. The committee agreed for the exhibit to be highlighted in the news box a few days prior to the event and in the library's blog and other social media outlets.

Linking to IT Services Library Promotions:

Ann suggested we find a way to link the articles that IT Services generates promoting the library such as the one they did regarding the collaborative table and one on Library Technical Treasures. Jessica Minihan reminded everyone she put a link to the collaborative table article in the blog. The committee agreed a link to the new IT Services article about treasures should be put in the blog also.

Next Newsletter:

Ideas for the May newsletter were suggested:

- Sustainability Showcase - Janet
- Tom Amettis' "From Trash Heap to Your Heap", Hands on Experience - Janet
- A is for Arab Exhibit - Ann
- Cynthia Frost's retirement (plug in the newsbox) - Fred
- New faces in the library
- Black History Exhibit
- A Year in Review of the Library - Bede
- National Library Day
- Poetry Exhibit
- Tax Day (plug in the newsbox)

Other Business:

The committee was in agreement with a suggestion by Ann to invite the Student Government Association Library Advisory Council members to one of our meetings to get their advice and input for suggestions for ways the committee might more effectively promote library activities to students.