7-14-2015

Public Relations and Outreach Workteam Meeting
Essence Notes

Alva Wilbanks
Georgia Southern University, abritt@georgiasouthern.edu

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Public Relations and Outreach Committee Meeting  
July 14, 2015  
Essence Notes

**Attendance:** Bede Mitchell  
Lori Gwinett  
Wendy Harrison  
Tony Ard  
Dana Dreger  
Ashley Lowery  
Katrina Jackson  
Rebecca Ziegler  
Janet Burns  
Kendria Lee  
Paolo Gujilde  
Krystal King  
Jessica Minihan  
Ruth Baker  
Fred Smith  
Chelsea Faircloth  
Jessica Williams

**Election of New Committee Chair:** Lori Gwinett was elected committee chair, and Paolo Gujilde was elected vice chair.

**Future Meeting Schedule:** The committee agreed to continue holding regular meetings on the third Tuesday of each month.

**Exhibits Planning for FY16:** Several ideas were mentioned for future exhibits, including the new Seed Library and the major bequest of gifts by the late Orien Harrison. Several exhibits have already been scheduled, such as Banned Books Week, Football Homecoming, and Sustainability. It was agreed to issue an invitation to the campus community for suggestions of possible exhibits that might tie in to events that have been planned, such as theatrical performances, guest speakers, etc. Priority will be given to exhibits that showcase library resources or services as well as artifacts representing upcoming events. In order to facilitate scheduling, the committee decided to create online calendars for the second floor exhibit cases and the bottom floor exhibit area. Once the calendars have been created, Lori will work with Dora Dupont to enter the bookings that already exist. The committee also discussed promoting the exhibits in advance, e.g., by entering them into the campus calendar and including notifications in the Friends newsletter.

**Facebook Ads:** Tony Ard described how Facebook ads may be purchased for posting on the login pages of Facebook members selected on the basis of demographics that we would choose, such as proximity to Statesboro. The purpose of the ads is usually to encourage folks to “like” your page. We might consider using such ads to draw more attention to our Facebook page, where we regularly post information we hope will interest Georgia Southern University students and faculty. This led to a larger discussion of all our social media efforts and what we are trying to accomplish by them. Do we know how effective these efforts have been? Are they reaching our desired audience? Have we properly defined what should be our desired audience, which may vary by type of social media. It was decided that further discussion is needed about a strategic plan for our social media. Ruth Baker will convene a subcommittee consisting of Jessica Williams, Chelsea Faircloth, Ashley Lowery, and Tony Ard to consider possible recommendations to the full committee.

**Next Newsletter:** Janet Burns will need submissions for the August newsletter sent to her by the end of July. Bede will write a Message from the Dean, Paolo will compose an article about the Browsing Collection, and we will run a feature story about the most recent Farm to Table fund raising dinner. In addition, we will run a “meet the new librarian” story about Jeff Mortimore, and “save the date” announcements about upcoming exhibits, Constitution Day activities, etc. If we are to include it in the newsletter, we need someone to write a small article about the Seed Library. Paolo suggested the various foundation accounts be listed in each issue to encourage readers to give to the Library. It was agreed to plan ahead one issue, at least for less time sensitive announcements. It was also suggested that we share the newsletter with everyone, rather than just the Friends of the Library.
**Old Business:** Bede reminded the group that we did not obtain a sufficient number of responses to our online survey to assess the effectiveness of the campaign to raise student awareness about the research assistance role of librarians. Does the committee want to try a different approach to this objective? It was suggested that focus groups or working with classes would be a better method, since using randomized students makes it almost impossible to determine whether their knowledge of what librarians do is based on the efforts of PRO. After much discussion, it was decided to carry this over to a future meeting so members could give the matter more thought.

**New Business:** Bede reported on the news that the Office of Marketing and Communications will be submitting to the President’s Cabinet proposed new guidelines for marketing and advertising to audiences external to the campus. Details of the new guidelines will be forthcoming when the plan is approved, but Provost Jean Bartels characterized the plan to Deans Council as an effort to standardize our brand and marketing efforts by requiring news releases, advertising, and other campaigns be submitted to Marketing and Communications for approval. It is unclear at this time whether the new policy will have much effect on PRO activities, but we should know soon.

Rebecca Ziegler asked that PRO develop a comprehensive campaign to promote the Liaison program’s services and resources to the campus community.

**Next Meeting:** Lori will schedule a special meeting in order to continue addressing several of today’s topics that require action by or before fall semester.