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Public Relations and Outreach Workteam Meeting Essence Notes

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Public Relations & Outreach Work Team Meeting
Essence Notes - July 28, 2015

Present: Lori Gwinett, Chair Paolo Gujilde Fred Smith
Janet Burns Rebecca Ziegler Peggy Lee
Ashley Lowery Jeff Mortimore Jessica Williams
Alva Wilbanks Krystal King Katrina Jackson

Welcome Week - August 17:
Discussion took place on staffing the welcome tables at the library entrances and what items to give out to the students. With only around 100 or less Club Hendry t-shirts, the group voiced ideas on how to distribute them; whether to randomly give the shirts out, or if the students need to perform some type of task in order to receive a t-shirt. It was noted that if the library participates in the campus Weeks of Welcome, students that participate in the library’s game or task, would have their name entered into the Weeks of Welcome contest to win a larger prize of some kind.

The following decisions were made supporting Welcome Week:

- A table at both library entrances will be set up and managed by volunteers from 8 - 5 Monday through Thursday if there are enough volunteers. If there are not sufficient volunteers, the atrium will be covered.
- Lori will send out a form for volunteers to sign up to cover one hour shifts.
- With the Dean’s approval, Club Hendry T-shirts will be given out to library student workers to wear promoting the library across the campus. A special day, such as a Friday, may be chosen as the day they would wear their shirts. Remaining shirts and caps will be given out every half hour at the welcome tables to a student who approaches the table.
- Items to be given out: Water, Discover pens, Club Hendry Brochures, campus maps, Club Hendy T-shirts and caps.
- The administrative office will provide tables, chairs, tablecloths.
- Email Lori with other suggestions.

Friends Newsletter:
All articles should be submitted to Janet by July 31. Fred will work on acquiring a name for the library’s Seed Library Article.

Promoting Liaison Services:
A list of ideas submitted by Rebecca for publicizing the liaison program was reviewed. A copy is attached. Katrina stated that these ideas need to be promoted by the liaisons. Lori suggested that we might review the list and come up with some strategies that have worked well that we could suggest and perhaps help implement for promoting the services offered by the library, including liaisons. Everyone agreed with the idea of promoting the library in general and encouraging our research consultation services. Jeff added that ease of access to the library’s services is vital.

It was suggested that we ask to have this topic placed on the agenda at the next liaisons meeting and that members of the PRO committee attend. Lori will ask ISD for a specific message or specific services we want to share, so that we can be ready to discuss and decide on a message at the next liaisons meeting.

Next meeting: Tuesday, August 18, 3:15 pm.
Submit agenda items to Lori by August 13th.
(Attachment)
Ideas for Publicizing the Library Liaison Program
(submitted by Rebecca Ziegler, July 28, 2015)

Poster for each liaison
- Provide multiple copies to each department
- Get on the computer news screens in each building

Postcard for each liaison
- Send one to each faculty member in liaison areas
- Leave stacks of them in department offices, lounges, advisor’s offices, etc.
- Can the library pay for these?

Announcement blitz
- Deans’ Council – every meeting, so that it gets into the minutes
- Faculty Senate - every meeting
- General Faculty Meeting - every meeting
- Student Senate - every meeting
- Convocation - every meeting
- College meetings - every meeting
- GSFac – announcement every month
- GsInfo - announcement every month
- Student listserv - announcement every month. Might take this form: “Have to do a term paper or project? Need to do research? Your library liaison can help [link to liaison list on Website]”

Publications: get a story in each
- MyNews
- Georgia Southern Magazine
- George-Anne
- College news publications

Top-down message from Provost and Deans to faculty
- Not “Pay attention to your library liaison,” but “Your library liaison is there to help you.”