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Public Relations and Outreach Workteam Meeting Essence Notes

Alva Wilbanks

Georgia Southern University, abritt@georgiasouthern.edu

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Publications and Public Relations Workteam
August 18, 2015
Essence Notes

Attendance:	Lori Gwinett	Ashley Lowery	Alva Wilbanks
	Chelsea Faircloth	Tony Ard	Janet Burns
	Jessica Williams	Fred Smith	Ruth Baker
	Katrina Jackson	Brandon McMasters	

Welcome Week Table: Lori asked for an update from the volunteers who manned the table on Monday as to the questions and/or issues from the students. The majority of the questions received on Monday centered around how to find particular locations such as the Art Building, Herty and Hollis Hall, etc. Although new maps were available, it appeared to be confusing in finding some of the locations on the map. Suggestions voiced for consideration for next year's participation included:

- Create a poster or sign for the welcome table that informs students what is going on. Example:
- "Welcome Week Table...We are here to answer your questions and offer assistance".
- Have a work session for the volunteers to review the information to be given out such as maps, bus routes, etc., and to be informed on questions students usually ask.
- Have a large campus map prepared that indicates where the person is on the map. For instance, using the map in the library you would highlight the library and note: "You are Here". From the highlighted location, volunteers could give better directions to the students. Lori will forward this suggestion to campus Marketing and Communications with the suggestion that several large maps with "You are here" could be placed at key locations around the campus.
- Provide bus route information.
- Ask our student assistants to work at the table if their schedules are flexible with their supervisors.
- Have more give-away items such as the t-shirts which were given away at each half hour. Include other give-away items.
- Line up volunteers in advance of next year's event that will help coordinate and work at the table. Chelsea volunteered to help coordinate the event for 2016.
- Keep statistics of how many questions are answered and/or number of people served.

Boro Browse: (Tuesday, August 25th, 11-2) This event gives local businesses the opportunity to come on campus and give out promotional items in order to introduce themselves to the students. Following discussion, it was the consensus of the group that since we did not have any promotional items on hand, not to participate this year but consider for 2016. The group will start working on ideas for give-away items to use for such events. One item suggested was colorful drink cups with the library logo. All items containing advertising will need to fall in line with GSU's new marketing policies.

Social Media Unit Update: Ruth reported that the committee has no recommendations at this time, but is working toward identifying information they need to obtain such as the options to see images, changing names on accounts in order to make them more findable, etc.

Jessica Williams reported on meeting with Marketing and Communications and their recommendations, some of which were for us to focus on one or two of our media outlets such as Facebook and Twitter, posting to Instagram every week, using more photos, and only having one account, not multiple accounts for different patron groups (faculty page and student page). Marketing & Communications can also offer a service where

they have a calendar of events and they blast the info to certain platforms automatically on a timetable for the event.

Friends Newsletter: Janet reported on items she has ready for the newsletter. She will add information on the Star Wars Exhibit that will start sometime next week and run until January. Also, a list of events that are coming in September and October such as Banned Books Week, Constitution Day, and Open Access Week.

The November Friends newsletter will include an article on the Orion Harrison donation (Paolo). Other ideas should be brought to the next meeting.

Library publication unit: Lori suggested forming a publications unit which will work as a sub-group of the PRO Workteam. Such a unit could be available to oversee such areas as: content, design, proofreaders, and photographers for any electronic or print publications for external distribution (outside the library). Examples of things the unit would oversee would be our new student brochure, our community brochure, a faculty brochure, etc. By overseeing such publications we can maintain some commonality or consistency between publications from the library, and use the proofreaders to ensure no mistakes before printing or posting.

- **Proofreaders:** The first area discussed was establishing a group of individuals who would make themselves available to proofread publications prior to printing and distribution. The workteam discussed what areas this group would review and decided that proofreading would cover articles, publications, the Blog, and the News Box. They will not cover social media (Facebook and Twitter), which should be kept short and usually is mostly images. Those volunteering to work as proofreaders were Lori, Tony and Fred. Lori will work on recruiting others from the different departments. Guidelines will be developed as to how many will proofread an article (2), response time, etc. Janet will send Lori a list of guidelines to provide to individuals that wish to submit images in the correct form.
- **Photographers:** Volunteers will take photos of library events such as the Welcome Week table, etc. Volunteers are Katrina, Ruth, and we will check with David Rogers. Katrina will take some photos with the library's GoPro camera, her cell phone, and her camera to compare the quality and report back to the group. Ruth maintains the library's Flickr account and will establish Flickr folders for housing our photos. Janet suggested we also contact the marketing photographer to come and take photos during some of our events. Janet reminded the group of the Googledoc she created of desired photos which she will share with the group, and the volunteers can start on the stock photos at their convenience.

It was decided to keep the unit's name of Publication Unit for the present time.

New GSU Marketing Policies: Lori reported that Bede has requested feedback from the committee regarding current library practices regarding the new Marketing and Communications approvals policy (<http://digitalcommons.georgiasouthern.edu/external-affairs-pol/1/>) prior to our next meeting on September 15.

Members are to review the new marketing policies and prepare for an online discussion. Janet will begin a list of guidelines for library publications that will make compliance streamlined and easy, to be submitted along with a recommendation to the Library Faculty for approval at the next (October 5th) meeting; Katrina will assist. Feedback should be sent to Lori.

Next meeting: September 15th, 3:15 pm.