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Public Relations and Outreach Workteam Meeting
Essence Notes

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Public Relations and Outreach Committee  
November 17, 2015  
Essence Notes

Attending: Lori Gwinett, Peggy Lee, Chelsea Faircloth, Jessica Williams, Janet Burns, Tony Ard, Rebecca Ziegler, Alva Wilbanks, Katrina Jackson, Jessica Minihan, Ashley Lowery, Paolo Gujilde, Daricus Larry.

**QEP display & GURC posters:** The committee discussed ways the library can assist in promoting QEP to the student body and generate interest. Lori reported that she was able to assist in having students’ posters from the recent Georgia Undergraduate Research Conference put on display in the first floor exhibit area. Other conferences participants will be encouraged to share their posters to promote writing in the disciplines. Lori suggested establishing a display on the blue blob with questions such as What is a QEP?, What is Georgia Southern’s QEP?, Why Should I Care? (or how does it impact me?) Other suggestions voiced included having the Gus standup poster holding a QEP sign. Rebecca will check with the QEP office about the use of Gus. Lori will work up the questions for the blue blob and display it in the 1st floor exhibit space spring semester. She stated that the month of April will have the bulk of the symposiums and we should be able to have a good amount of posters for displaying during Spring term. For long term efforts of supporting QEP, information will be continually posted to the library’s blog about how librarians can assist students in their creative writing.

**Exhibits Planning for FY16:** Lori reported that an exhibit’s calendar has been established for exhibit areas as follows: Library - Exhibit 1 = first floor exhibit area; Library - Exhibit 2 = second floor exhibit cases; Exhibit area 3 = mobile unit (blue blob, Admin approved location). Once she has completed updating the calendar, committee members will be given access. Lori stated that if needed, the Government Documents display cases can also be used for displays. Managers of the exhibit calendar will be Lori, Daricus and Dora.

New exhibits will be scheduled and added to the calendar. Suggestions included: January-Election information (Political Science Club), February-Digital Learning (Daricus), March-Tech Week (Daricus), April-National Poetry Week (Rebecca) and No Impact Week (Janet), May-Graphic Novel Week and National Comic Book Day (Daricus and Tony). Other ideas included special collections, and the Browzine collection. Jessica Williams will send out an email to gather volunteers who are interested in coordinating displays. Katrina reminded the group that a display will generate more interest if it is not competing with other displays. Peggy and Lori will work up a possible January display centered around gambling and betting which would tie in with the Libguides Best Bets. Lori will update the calendar and will send a review list out to the committee.

**Promoting book Collection and reading in general:** Rebecca presented the group with some proposals to help publicize books in the library. (See attachment) Paolo stated that the liaisons will be promoting the library’s document delivery system in the upcoming newsletter. The newsletter could also contain a section for highlighting one of the library’s collections, etc. Daricus suggested a promotional project of highlighting a “book of the month”. Discussion followed how and who would choose a book and what kind of incentive would be given to promote participation. A suggestion was voiced to promote a similar project on Facebook by asking the question such as “Where is your favorite place to read a book?”. Ashley suggested not only promoting books, but also including book abstracts. Daricus will follow up on the suggestion of promoting a “book of the month”.

**Social Media update:** Ashley and Tony will be the administrators for Facebook. Ashley reported that guidelines are being established and when finalized will be presented to the committee for feedback and approval. The Social Media Committee meets in conjunction with the PRO Committee.
**New Business:** Lori asked the committee to be gathering information for the December meeting on what promotional items should be purchased, what event they would be used for, and what message the group hopes to convey. Items mentioned for consideration were caps, cups, pads, car window stickers, rain bags, pens, highlighters.

**Announcements:**

Next meeting: December 15, 3:15, Library Conference Room.

David Rogers is the new official library photographer and he will take the stock photos requested by the committee.

Jeffrey Mortimore will be Jessica Minihan’s backup for blog postings. They are not expected to proof-read. Proposed posts should be sent to Lori or Peggy Lee for proofing and approval: BLOG, FB, Instagram, notices to GSFAC, Twitter, the George-Anne, Statesboro Connect, Statesboro Herald, radio announcements, or any combination of these. This includes all external communications unless approved by Dean Mitchell.

Campus Calendar suggestions should be sent to Lori or Alva for posting.

Exhibit requests are to be sent to Lori.

Attachment, page 2.
As I did some work in the Stacks recently, I was struck anew, how many fascinating things you can find there, just by browsing or happening upon them. It occurred to me that if we could put students and faculty in a better position to discover what we have, we would probably get better circulation statistics for our book collection. I have several suggestions for ways to make our users more aware of what books we have.

One idea is to have parties or receptions with food (since we allow food in the library) in the Stacks. For instance, we might invite the student club of literature students to hold a meeting in the ‘P’ section of the Stacks, and we would provide pizza for it. At this event, the liaison would give some basic instruction on the Library of Congress Classification System and how to use it to browse the Stacks, then pull out at random some interesting-sounding titles. Then the librarian would turn the students loose to browse, but remain there to point out areas fruitful for their particular interests. One objection that I can see being raised to this is that the Stacks are Quiet Areas; we could get around that by putting up signs warning people that, for that particular hour or so, that area will not be quiet, and pointing them to other quiet areas.

Another idea is to send out an email to faculty at regular intervals (say, once a month) labeled “Books! Books! Books!” (I have the impression that a large percentage of the academic population are among those who can’t resist any offer of books!) The email would be a link to our catalog, with instructions for browsing by call number range and for requesting Document Delivery for individual items. If at least some faculty thus get into the habit of looking every so often to see what the library has in their area, they might check out themselves or recommend to their students things that they didn’t know before that we had. If there is a way to isolate the new books, we could also send out regularly to faculty a list of new books.

Maybe we could put dedicated computers in the public areas of the library, and even in other buildings on campus, that access the catalog. With them, we could post instructions for browsing by call number and for ordering books On Demand.