2-16-2016

Public Relations and Outreach Workteam Meeting

Essence Notes

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Recommended Citation

Gwinett, Lori, "Public Relations and Outreach Workteam Meeting Essence Notes" (2016). Public Relations and Outreach Workteam Meetings Essence Notes. 25.
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Next meeting: March 15th, 3:15pm Library Conference Room

1. Book Promotion (Get Caught Reading! campaign)
   - Fred gave recap of Collections Team discussion yesterday + before Holiday break
   - Fred talked about program called “Get Caught Reading” in which candid photos are taken of students reading.
     - Lori suggested using blog for pictures (with student permission.)
     - Rebecca wants the program to relate to OUR books (like get caught checking out our books or get caught in the stacks)
     - Krystal suggested having students take selfies and post them to social media
     - Kim has been searching for signs. Found some that stick out. She found something where subjects could fit on call number plates we already have.
     - Kim suggested enlarging signs we have and making areas more clean and focused
     - Google Indoor Maps
     - Darius suggested having library faculty and staff find their favorite books or quotations as a way to promote books/OverDrive collection.

Services as focus
Paolo- Promoting books should be done through library services.
Jessica, Fred, Lori meet with Bede about moving forward with book promotion.

2. Exhibits - Lori

   Tony put in Graphic Novels exhibit over weekend but hasn’t been here to finish but it is in the works and will be publicized soon

Next Exhibit- Peggy Lee

   “Best Bets” - meeting with a reference librarians is a student’s best bet for successful research

3. Topics for next newsletter - Lori
   - DeVante Scott & Jessica Williams - Money Smart Week April 23-30
   - Spring Seeds - Fred
   - Census visit - Lori
   - Welcome Clement Lau - Bede

Welcome Jessica Garner -

4. SOAR / general library brochure for undergraduates - Paolo
Brochure with the basics promoting the library for SOAR. Paolo and Lori are going to work on content for brochure.