Public Relations and Outreach Workteam Meeting Essence Notes

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Welcome:

Daricus Larry & DeVante Scott welcomed everyone to the meeting.

1. **Boro Browse 2016**
   i. Daricus and Devante went over the final details for Boro Browse and did a call for volunteers. Dontonio and Crystal both volunteered for the event.

2. **Exhibit Sub Committee**
   i. Daricus went over the information for the newly formed Exhibit Sub Committee and extended an invitation to attending members.

3. **Goals for Fiscal Year 17**
   i. Revise organization guidelines/documents and receive feedback of faculty and staff alike.
   ii. Create subcommittees to delegate organization tasks that will increase productivity outside of main body meetings.
   iii. Expand PRO outreach to University and local communities.
   iv. Create an environment that fosters an effective intellectual exchange between PRO and Henderson faculty & staff.
   v. Utilize research to gear marketing, events, and exhibits to target audiences.

4. **Open House Update**
   i. Chelsea went over the details of the next open house.
   ii. September 1, 2016 11-2
   iii. 5 Tables: Pizza, T-Shirt, Access Services, Research Services, and the Assessment table.
   iv. Volunteer Sheet going out next week and there will also be a meeting to go over volunteer tasks in 1300. Date TBD later.

5. **Brochure Discussion**
   i. Devante opened the discussion for the future changes to the library’ brochures. He brought up the digital scans of the brochures that needed to be reworked. Janet commented that the brochures should be similar but different.
   ii. Daricus and Devante brought up the idea that a subcommittee should be formed for each brochure to ensure that each gets the expertise and focus that they need.
   iii. Janet suggested maybe creating an online brochure.
   iv. Discussed going to marketing in order to get designs for brochures.
   v. Bede brought up trying to get as much done in house and not paying marketing to print.
   vi. Ashley said a timeline of 2-4 weeks is recommended when working with Marketing.
   vii. Bede agreed to bring the brochures to the attention of the faculty at their next meeting to receive their input on how to move forward with the revisions.

6. **Floor Maps**
i. Janet brought up the floor maps and mentioned that they needed to be updated. Proposed we talk to Marketing to see if we could get a redesign. Group was directed to talk to Kyle, who had been following up on the project.

No other topics or announcements. The meeting was adjourned at 4:00 pm