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Public Relations & Outreach Workteam Essence Notes

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Newsletter Update (Janet Burns):
Janet reported that the newsletter should be ready to go out the end of the week. The Susan Orlean article will be put on hold for the next newsletter. She has added the Save the Date for the January 9 Donors’ Reception and information on the library’s year-end giving opportunities. Ann requested she add the names of the authors that will be at the reception (Tina Whittle, David Dudley, Thomas Thibeault) to the Donors Reception section.

Promoting the Collaborative Table (Ruth Baker):
Ruth shared the library’s web page section for the interactive touchscreen table. A description of the table is found under Services for Students along with a link to the page giving the usage policies and a link to a reservations page.

Ann reported that Paul Reaves in IT Services has written an article promoting the table which was included in the recent issue of My News. (The link to the article is http://its.georgiasouthern.edu/itcommunications/2014/10/27/new-collaboration-table-in-henderson-library/) She reminded the group that Steve Burrell has offered to provide a promotional banner for the table. However, if we are going to hold a contest for naming the table, we should complete that process first. The floor was opened for discussion on how to conduct the contest and who to include, just students or students and faculty. Katrina and Ruth volunteered to create a plan for a contest. They will include committee member’s suggestions, and the contest will be held early in Spring term. Additional ideas should be sent to Katrina or Ruth.

Campaign Update:
    ISD Liaisons Flyer (Ann Hamilton) Ann showed a draft of a flyer created by ISD promoting library liaisons. Ann suggested the committee consider creating a similar flyer or poster that would work with our current campaign promoting librarians. Discussion took place on what information our flyer or poster should contain, to whom it should be directed, and where they should be placed. Janet suggested also creating something for our web page that would contain librarians’ professional photos and would link out to whatever information is appropriate. The committee was in favor of a more general poster that could be placed in the residence halls similar to the message on the Club Hendy t-shirts such as Club Hendy...always open...come in for help...ask a librarian. Such a message would let students know that they can contact librarians for help at any time. Katrina suggested using the design she created for the t-shirts. The design will be shared with committee members.

Survey Update (Kendria Lee) Kendria reported that she is still receiving feedback. It was decided to run the survey to the end of the semester. Over the break Kendria will compile the data for the committee to review and discuss.

Faculty Highlights in GSU Newsroom (Ann Hamilton):
Ann reported on Dr. Keels announcement on the formation of a Faculty News page in the University Newsroom that was featured in My News this week. It will be a designated area for faculty members to display their achievements, individual news and media recognition stories. This will be set up on the Library’s web page by Systems. The Committee has been asked to coordinate the Library’s response. There was discussion of the best way to coordinate input. For instance, if a faculty person in the library publishes a book, gets an award, etc., this would be a place it can be announced. Ruth said this could be a nice addition to our
campaign. Ann and David have discussed how this news page can be set up; whatever is placed in the blog could also be put in *Faculty News*. Ann also suggested that it would be good to offer a place for staff highlights. Kendria, as Staff Council President, may want to pursue the idea with them. She added that each department has representatives on the committee, and they could supply information on individuals in their departments.

**Discover Promotion (Ann):**
Ann said the Deans had asked about their Discover figures, and she plans to put them out Spring semester. The banners will also be hung.

**Next Meeting Date:**
The committee decided not to meet in December. The next meeting will be held January 20.