

Herrick Public Relations Committee Minutes

January 20, 2011

Present: Laurie McFadden, Ellen Bahr, Lois Foxwell, Erinnae Baker, Brett Arno, Sara Arrasmith

E. Bahr, Chair

Meeting opened at 12pm

The Herrick Public relations committee met to brainstorm content for the new Marketing Plan that Laurie has begun to develop.

The library's key messages were determined. To the students, the key messages that Herrick Library would like to promote are that the library has all of the answers that students need for academic success, and that the library has spaces available to be used in a variety of ways. To faculty, the library would like to promote the library liaison program.

Some desired outcomes of promoting these messages were determined as well. These include:

1. Students will feel more comfortable asking questions
2. The library will become the main source of information to students
3. Students will be more aware of library resources and services
4. Students will understand that their clubs can make use of the rooms in the library for meetings, classes, and events.
5. The already-established library-sponsored events will be continued, supported, and expanded.

Meeting closed at 2:00pm by E. Bahr.

Minutes respectfully submitted by E. Baker.