

Herrick Public Relations Committee Minutes

April 27, 2011

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

E. Bahr, Chair

Meeting opened at 2pm

Posters

A student worker that will be hired for some design work for promotional materials will be creating a poster template for upcoming library promotional campaigns. There will be sort of a set format, but with the freedom to rearrange elements of the set design. There was discussion about the cost of producing high quality posters, but it was estimated that the cost would be manageable.

Key Messages

Earlier that day, the members of the committee were asked to submit ideas for poster messages that were designed to convey the library's key messages that the public relations committee had previously created. The submissions by the staff were discussed, edited, and condensed. Ellen will be sending out the modified messages for the committee members to continue to work on. Everyone is encouraged to gather student feedback on our draft messages.

Events Promotional Guide

Laurie had created a draft of an events promotional guide to be used by library members that are setting out to promote a library event. The guide included all of the ways through which information on an event could be disseminated.

Faculty Packets

Ellen and Erinnae met with Steve to discuss reducing the amount of material provided to new faculty. After reviewing the materials, most were eliminated in favor of providing the same information online. The library will continue to maintain bookmarks for patrons as well as a couple of general library brochures (the marketing committee will look at these more closely in the fall). A gift will be given to new faculty at the new faculty reception that have the URL to the AU libraries' web pages, as well as the URL to Herrick's faculty information page on a separate handout/letter from the library director.

Student Orientation Handout

The committee would like the item that the library donates to the orientation bags to be something that conveys a theme or brand of the library or library's messages. This will be further discussed after the branding workshop.

Student Development Work Group

There was some discussion on improving the training protocols for new student workers. The Student Development Work Group will be reevaluated soon to ensure that everything is being done to make sure that students are doing their best to put forth a good face to the library.

Meeting closed at 3:10pm by E. Bahr.

Minutes respectfully submitted by E. Baker.