

Minutes of P.R. Committee  
Herrick Memorial Library  
September 29, 2008

Chair: Ellen Bahr

Attendees: Brian Sullivan  
Mary Jo Beers  
Sara Arrasmith  
Jessy Santana

The meeting was convened at 1:00 p.m. by E. Bahr. S. Arrasmith volunteered as secretary for the meeting.

The proposed meeting dates of the committee for the fall semester are Oct. 20, Nov. 17, and Dec. 15. The committee members will inform the chair of possible conflicts with those dates.

“Marketing Library Services,” a webinar hosted by NYLINK will be given October 22, 2008 from 10:00-11:30 a.m. All library staff are invited to view this event in the seminar room. E. Bahr will reserve the room for that date.

Team Trivia will be held on two dates during fall semester, October 4 and November 15. E. Bahr needs help putting up flyers. MJ. Beers will ask students to hang flyers on campus and in the village. E. Bahr has prizes lined up, but asks for ideas regarding future purchases.

The committee wishes to create a unified marketing campaign for the library. A tagline to tie together our advertising efforts.

- E. Bahr will contact a marketing professor re: having a marketing class work on a unified plan
- The committee will consider resuming the “Potty Training” education program
- B. Sullivan will search the ALA website for marketing help
- Herrick staff will also try to form a marketing theme in-house
- If all else fails, possibly hold a campus-wide contest to choose a tagline

The committee will offer to assist Laurie McFadden with a women’s suffrage event which she is planning for the library.

A suggestion was made to hold tours of the library for students/faculty/staff. Possibly one each semester. B. Sullivan suggests planning tours well in advance. Food and/or prizes were suggested as a method to attract students for tours, as well as asking faculty to bring in their classes (FYE/Writing Center). Tours might be held two or three times

per day, in order to see when people are most likely to attend. A guide will be written so that staff will know what to say while giving the tours. In future (spring?), an open house with a theme of a scavenger hunt, mystery, or a library contest will be held. Suggestion of a "passport" which gets stamped at different points around the library was made. ALANA weekend may be a good opportunity for attendance.

The committee will hold a tour on October 8 as a test run. Tours will be advertised in Alfred Today. MJ. Beers will write an ad. Cider and donuts will be provided for attendees. Times will be 9:20, 10:20, and 11:20. Tours will start in the café. J. Santana will post signs in the library. B. Sullivan will notify Vicky Westacott in the Writing Center, the Writing I instructor, and the FYE program that tours will be held. E. Bahr will work up a tour script.

E. Bahr will remain as chair of the P.R. Committee for the 2008-09 school year.

The committee needs more ideas for future events.

The meeting was adjourned at 2:05 p.m.