

Howdi All,

Attendance: (Feb 15) Gary, Dave, Laurie, Toni and Traci. Thanks to all for your great ideas.

On this day, Friday, **Feb. 15, 2002** at 1pm the Public Relations Committee met to discuss the next upcoming Public Relations event; National Library Week.

National Library Week will be celebrated this year in April, the 14th-20th. We plan to utilize this week to distribute a Herrick Memorial Library Survey. This survey is planned to incorporate many questions, including ideas for the future library renovations; a combination of 'future needs and satisfaction' survey.

We spent much of the meeting time discussing how to make the survey appealing and accessible for staff, faculty, students and public to want to fill out. We felt that the best idea was to have a table set up in the Powel Campus Center's foyer, with a Herrick Memorial Library banner on the front and a second banner pinned up behind the table displaying that it's National Library Week and that there is a survey to be filled out, (what the second banner behind the table will say is still undecided).

We would like to have four students in the Powel Campus Center between the hours of 11:30AM to 1:30pm, Wed 17th-Fri 19th of April to help distribute the surveys. The idea is to have two at the desk coaxing people up to them with candy and a chance to enter a drawing for filling out the survey. The other two students will be mingling with the crowd and armed with clipboards in an attempt to rope in a few more surveys.

We feel that by having free candy available for filling out the survey or simply giving some verbal advice would lure in more people. With the additional excitement of having a free drawing for simply filling out the survey would make completing the survey worth while. Our prize idea for the drawing would be along the lines of a \$20 gift voucher for Pizza Hut. *This will need to be run past Steve.*

The last item discussed was what would the students wear while conducting the survey, i.e.: Herrick Library T-shirts, or just nice clothing, AND what kind of reward would be given to those student workers that helped with the surveys? Any ideas??

Job Delegations:

Gary- Find out banner info from Sports Center (table draping), reserve a space in the Powell Campus Center and make sure that hanging a banner from the wall is expectable.

Traci- Start looking for students who are charismatic and interested in helping with the survey, also students who would like to paint the banner that will go behind the survey table.

Laurie- To locate plastic upright table stands.

Dave- To advertise in the Fiat Lux that renovations are on their way, along with National Library Week and a survey.

Toni-

The following are a few of the slogan ideas that we came up with, please feel free to put in your ideas.

- 1) Blank Floor Plan: 'Help us Fill in the Blanks'.
- 2) 'What do You Want @ Your Library', ('@ Your Library' is this years logo for Nat'l Library Week).
- 3) 'We'll give you a Hundred Grand (the candy bar) for your 2 cents.'

The next PR meeting will be held: FRIDAY MARCH 1ST AT 1PM. We will invite Pam to the next meeting to discuss the progress of the needs/satisfaction survey.

Cheers,
Traci