Minutes

NJLA – PR Committee Meeting: 5/8/12

Attendees: Heather Andolsen (President), Jeannie Collacot (OCL), Eric DeLucia (OCL), Joan Divor (BCLS), Megan McCarthy, Tiffany McClary, Nadine Sergejeff

Meeting called to order at 10:05 AM

Volunteer to take minutes: Joan Divor

Assignments are highlighted in yellow.

Urgent Items Not on Agenda: Conference registration is down

* Megan and Heather discussed that registration for the NJLA conference is down significantly from last year. Possible reasons: competition from the recent Public Libraries Association Conference that was held nearby; new location is less convenient to north Jersey people; tight staffing; budget concerns. Pre-conference registration is very low.
* Tiffany will post a contest / incentive for registration on the NJSL site. Megan will announce the contest also on the NJLA site.

E-Newsletter Update

* The last issue was sent in a way to “slow down” the sending process to avoid potential spamming lock-outs due to the large (14,000) subscriber list. An unexpected result is that It took up to seven days for some people to receive the issue, and some of the material in that issue was out of date by the time it was received.
* In the future, articles will be written in such a way as to make them less “time-sensitive” to avoid articles being readily outdated.
* Next issue (Megan):
  + Plan for the next issue is to focus on:
    - Summer reading programs
    - Tutoring
    - Volunteers
  + However, stories on other topics are also welcomed.
  + Deadline approximately May 24

PR Committee Conference Plans

* A conference press release will be going out. Press will be invited to the conference. Key stories for press release.
* Retiring State Librarian Norma Blake will unveil the NJ Libraries Sustainability Report, authored by Joan Frye Williams and George Needham and developed with NJSL's Blue Ribbon Task Force, focusing on sustainable funding for New Jersey libraries.
* NJLA PR Committee will have a table promoting the website. The table will be staffed as much as possible and left unstaffed if needed.
* Collateral to be ready for conference reviewed and finalized at the meeting
  + Flyer – target audience library staff; Heather will have finished and printed.
  + Bookmark – target audience: public; Heather will send e-version to Joan when finalized and Joan will have printed as many as possible (free via Mariano Press – www.marianopress.com). Sets of bookmarks will be rubber-banded together so that conference attendees can take a package of them back to their libraries.
  + Trifold display – Heather will have her designers create the trifold content:
    - Center: website
    - One side: Why contribute to website; how to join PR committee
    - Other side: QR code scan for completing survey; prize incentive (Great Adventure or Theatre Tickets). Megan will create the QR code.
* Contest: business card drop for prize of “PR Makeover” from PR committee
  + The PR makeover will consist of members of the PR committee visiting the winning library and
    - Advice on messaging and planning,
    - Providing feedback on signage, collateral, website
    - Helping the library develop fine-tune, or improve their publicity plan.
* Nadine will complete the “about us” portion of the website prior to the conference.
* Tiffany will work on a press kit for the conference, focusing on the sustainability conference, libraries as shared services, value/ROI of libraries, and success stories and statistics about libraries helping people get jobs. Tiffany has some applicable statistics regarding jobseekers getting help from their libraries.
  + Heather will discuss strategies for handling the press with Pat Tumulty/
* Tiffany mentioned that she wants to shift marketing to commercials and radio spots. She is looking for fun, creative ideas for a statewide commercial.

Librarian of the Year

* Will be announced at the Conference
* There will be publicity after the Conference

Next meeting: Wrap-up, June 12,2012; 10AM Monroe Twp. Library

Megan McCarthy will be President of the committee next year.

Meeting adjourned 11:50 AM.

Respectfully submitted,

Joan C. Divor