

NJLA Public Relations Committee

Meeting Minutes

Thursday, May 12, 1 p.m.

Internet Archive / Princeton Theological Seminary Library

Attendance: Jill D'Amico – South Brunswick PL, Andy Luck – Paterson Free Public Library, Rachel Paulus – Internet Archive/East Brunswick Public Library

Adobe Connect: Lena Belkewitch – East Orange Public Library, John Daquino – Montclair Public Library, Madelyn English – Bernardsville Public Library, James Keebler – Piscataway Public Library

Conference

- Sign up for info table!
- Rachel's intern Poster Session poster!
- PR programs were discussed

Outreach Kit

- Discussed Outreach Kit's function and the materials that make up the kit.
 - Available for local, state, and professional events.
- Sent out Outreach Kit request form link.
- NJ Pride Day – June 5th at Asbury Park
- NJALL Conference report

Snapshot Day

- Tuesday, October 18th
- Hone down questionnaire to 6 questions?
- Rachel: what are the top 5 statistics in importance?
 - Walk-ins
 - Circs
 - Program attendance
 - PC usage
 - Other? (x2)
- Comments form for patrons.
- Story forms for staff.
- How can we better capture FB posts? Hash tags?
- Circulate "Patron Story Forms" in summer to promote Snapshot Day.
- State Library what are their "deliverables"?
- State tour of library's on Snapshot Day
 - Divide state into two or three regions - each handled by separate teams.
 - Start recruiting teams
 - Photographer
 - Driver
 - Smile person
 - Preannounce spots to be visited?
 - Hit both "hot" and "cold" libraries.

- Chocolate! Balloons!
 - Mascot!
 - Will John Daquino be living...or working in NJ at that point?
- Get Snapshot Day on Chase's Calendar!

PR Calendar

- Rotate Calendar to May 2016 through May 2017
- Add "participation" section
- Create monthly e-blast format for PR Calendar
- Collect email addresses at PR table, Liquid Lunch event, and at any PR associated program for PR Calendar monthly e-blast

Upcoming meetings

June 27 - TBA