**Minutes for NJLA Public Relations Meeting: Tuesday October 8, 2013**

Nadine called the meeting to order at 10:12am via Adobe Connect (online chat). Members present for this meeting: Keisha M. Miller, Nadine Sergejeff, Lina Belkewitch, James Keehbler, Megan Wianecki.

Unable approve minutes for September meeting; Nadine will reach out to Donna.

Keisha volunteered to take minutes for this meeting.

Due to a family emergency, Donna was unable to make the **Conference 2014 meeting on October 1 (@South Brunswick PL)**; Nadine will follow up with her.

Any urgent issues to discuss? N/A

As of October 2nd ***I Love NJ Libraries* Newsletter** (September issue) was available. Nadine received positive email from colleagues to keep up the good work; negative email from **Jersey City PL** (JCPL) re: highlighted event of book festival that already passed at time of newsletter publication. Nadine explained that meeting was held earlier in September and that the assignment for “book festivals” was originally for Donna (see note re: Donna above).

Lina made suggestion for next year to have an online meeting in August to get September newsletter issue out on time.

No October newsletter. **Next issue for newsletter will be set for November**. Topics to discuss: Veterans (Day)/NJ special election; what libraries are doing for community service project; international gaming day; picture book month. Lina likes the idea of international gaming day as it relates to library programming being intergenerational:

*Assignments for November*

Nadine – Veterans (day)/special election;

Keisha – community service project as it relates to food drive in library;

Lina – international game day (November 16).

No word count; keep assignments limited to 2-3 paragraphs. **Deadline for submission is Monday October 28th.** The next newsletter will be set for February 2014.

**Middletown PL** has been taking care of with their social media; we’ll send same ones to Public Policy committee from last year (uploaded to Wiki).

**PR Makeover** – is scheduled for Monday October 21 at 2:30pm @Freehold Public Library. Keisha can’t make it, but Lina and Nadine will go. Nadine told Cathy from **Freehold PL** that PR committee will look at website to get a sense of how they are doing with their social media and online marketing. During the visit, PR will consult with, and take a tour around to look at signage. Estimated time for assessment is 1 to 1 ½ hours. Lina will touch base with Tiffany McClary, director of marketing and public relations from New Jersey State Library to see if she’ll be able to attend.

**Librarian of the Year** – Nadine will type up notes from last meeting (guidelines and tips to be given to librarian of the year) and have ready for October 28th.

Do an interview video (YouTube) for librarian of the year and have ready for mid-November; guidelines for that will also be ready for October 28th. Nadine will send questions by email for librarian of the year. Keisha suggested emailing staff at SOPL as to what they’d like to ask the librarian of the year – maybe others should as well.

No updates on the **infographic** or **Snapshot date for 2014** (once decided upon from Eileen Palmer and Pat Tumulty, this will be the first year that the NJLA PR Committee will be in charge of Snapshot Day. Keisha is really interested in working on this project). As for the infographics, Lina looked up transcript, copied it and will email transcript containing info (note: email received and sent to Keisha and Nadine post meeting on Tuesday October 8, 2013 at 11:10am; transcript attached as Word doc).

**Member Services Committee** also reached out to PR: re: graphics and marketing. As per Nadine’s email which was read aloud in meeting:

*Heidi Kramer – member services mtg PR materials*

*1) older flyers with committee section descriptions can be updated. Social media icons can be added.*

*2) postcards or palm cards were mentioned and quick photo board*

*Email dialogue using postcards to track new members; flyers about committees and those that can be taken to various conferences*

*Haven’t decided on materials needed; asking for PR help to create flyers*

**NJLA 2014 Conference**

Someone lined up from Denise Anderson from Rutgers U. to discuss new media/marketing/initiatives; Ms. Anderson seems to be enthusiastic about this.

Lina is comfortable putting infographics for meeting; will reach out to Megan to see if she’s interested in doing part II (as continuation from last year). Keisha thinks she might be able to moderate a session. Decided to apply for Tuesday as the programming day.

**Recap/Anything else to discuss?**

Every other meeting is online. We need more members for the PR committee. Keisha will reach out to members of the 2012-13 Emerging Leaders to recruit members.

Nadine will email Eileen Palmer to follow up on Snapshot Day.

Before meeting ended, Nadine received email from Tiffany McClary re: PR Makeover, saying Monday October 21st doesn’t work for her but could attend another day.

Keisha will email minutes to Nadine;

Nadine will write about Veterans day and special election;

Keisha will write about food drive;

Lina will write about international game day

Nadine will email questions for librarian of the year;

Newsletter articles due 10/28; will look at conference program submission deadline;

Lina will ask Megan if she is interested in co-presenting at conference program;

Will we want a table? Recruit. Recruit. Recruit. A lot of people still don’t know about PR committee;

Will request Tuesday for conference

As per James Keehbler (former conference committee chair), we do need to provide own projector and laptop

Next meeting will be 2nd Tuesday for November 11/12/13 at 10am via adobe connect. The room address will be the same.

Meeting adjourned at 10:59am.