

## **NJLA Public Relations Meeting - 4/13/17 - East Brunswick Public Library**

Attending: Jill D'Amico, Andrew Luck, Emily Weisenstein, Rachel Paulus, Madelyn English

### **Executive Report**

- Language on Professional Development requirements were changed. Committees and Sections have more time to complete their Professional Development requirements. Committees are encouraged to collaborate with one another.

### **I Love NJ Libraries Facebook Page:**

- Rachel trained Stacy on creating interactive posts such as quizzes.
- The New Brunswick story on Holi was posted.
- Stacy will be given access to the Facebook page to help Rachel out.

### **Outreach Kit:**

- In the end, Andy did not go to the Trenton Punk Rock Festival.
- Volunteers to go to the RU Day?
- NJ Science Convention in August – can we reach out to Doug (NJ Makers Day) to collaborate on a table.

### **Snapshot Day:**

- We are able to get individual libraries their own Snapshot Day stats if they request them.
- We discussed ways we can publicize this information – NJLA E-Blast post Conference?
- Peggy Cadigan is creating a general Snapshot Day poster that will be shared with libraries.
- We will make our own template – Andy will send Emily Snapshot info on each library from PR Committee members. She will create a template.

### **New Ideas**

- Stacy is still pursuing the Banned Book Cocktail project
  - We are considering making a booklet to go along with it.
  - Andy knows a bartender who can possibly create drink recipes.
- We will need to set up a website for future PR
- Emily will reach out to James to get the Drupal login.

### **Newsletter**

- Legislative issues will be separate newsletter (construction bill, etc)
- Spring issue: Snapshot Day results, I Love Libraries Day (Rachel will write), Librarians combating fake news (is Stacy writing this?)
- Future issues: Maker Day? Beach Reads?
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**Upcoming meeting locations and days:** May 12 – Metuchen Library @ 3:00 pm