

NJLA Public Relations Committee Meeting Minutes
Friday, August 26 - 2016
Princeton Public Library

Attendance: Jill D'Amico, John Arthur, Brett Bonfield, John Daquino, Madelyn English, Andrew Luck, Kelsey Ockert, Rachel Paulus, Tim Quinn, Pat Tumulty, Emily Weisenstein,

Minutes

The July minutes were approved

Executive Report

Special election for Member at Large seat

No pension referendum question after all

The State Library has a little bit of money, but is restricted in how it can be spent

PR Liquid Lunch Email List

Start using to promote and enlisting for Snapshot Day, etc.

I Love NJ Libraries

Discussion on how to diversify posts online:

- We would like to keep them from only focusing on one library.
- What is acceptable to post and what do we want to focus on?
- Larger library programs and initiatives
- Program Series
- We would like to stay away from things like storytime and therapy dog programs.
- Pat would like to include Friends initiatives (book sales, Touch a Truck) to help promote their programs and to remind Friends groups that NJLA supports them – especially now that we offer Friends memberships.

For all online posts:

What are our criteria? What should we focus on? And how do we say no to suggested articles in a way that doesn't create bad feelings?

I Love NJ Libraries Website:

We would like to revamp the current site. John D. suggested a move to WordPress.

Andy, Jill, Pat and John D. will potentially meet at the Montclair PL for a lunch meeting on September 19th.

Pitch Box

Let's promote September as Library Card Sign-Up Month

- Pat suggested we post photos of new cardholders on Instagram.
- We could possibly send a poster out to the membership to post in their libraries to encourage library staff and patrons to post and share their photos.
- We can share videos and other media already created by John D. for library card sign up month to social media. They will need slight editing.
- We've decided to use #LibraryCardSignUpNJ

Outreach kit:

We have two tablecloths! They live in Jill's trunk.

NJ Pride was a great outreach event.

Any new suggestions for events are welcome.

Snapshot Day

We will use #shapshotdaynj to match website and avoid confusion.

Reporting Form Review:

- Should the reporting form be simple to encourage more participation? Should we limit questions or maybe split into two forms?

There was a lengthy discussion on statistics reporting.

- The committee felt that much of the circulation stats can be learned via the consortiums or computers.
- Pat suggested we separate ebooks out as a statistic to demonstrate our 24/7 services and remote access as well as physical access. Also, ebooks are a popular library resource.
- We also thought we should keep miscellaneous items (musical instruments, seed libraries, etc) as an optional statistic.
- Brett opened up the discussion further by mentioning that much of the Snapshot statistics can be found in the NJ Library State Report and suggested our efforts would be better spent in collecting more qualitative data from Snapshot Day.
- Should we focus less on stats and more on anecdotal stories?
- The state report would take averages to create the statics we would use (this would eliminate our need to go to consortiums for circ stats). Does this fairly compare to an average day?
- The committee felt that many statistics, such as reference, should be more detailed than the State Report might allow, such as legal and health questions, and should be kept in reporting.
- Pat mentioned that for many lawmakers, overall numbers can be overwhelming, but a 'day in the life' is easier to visualize.
- We felt that overall, Snapshot day should focus solely on the positive aspects of libraries. Our hope is that by highlighting the positives in libraries, that it will create ammunition for support for funding initiatives.
- Pictures will ultimately be the focus of most people looking at the final press releases.

We are changing the deadline from Aug 30 to the 31 (tentatively).

Snapshot Day Promotion Timeline:

- Begin after Aug 30th
- Promote twice a week starting last week September.
- Promote three times a week starting Columbus Day.
- Promote each of the three days leading up to the 18th

Phone calls: Let's get people involved! John A, Andy, Jill, Madelyn, and Emily will make calls. We will use a spreadsheet to divide up libraries.

Snapshot Teams:

Central Jersey: Andy, Jill, Rachel

North Jersey: Emily, John A, Michael Maziekien
South Jersey: ???

Mascot suggestions: hot dog, bookworm, camera, Polaroid?
Final decision: the mascot will be an owl!

State library has some funds from the ballot question; can they generate a poster for snapshot day? Pat is looking into the law on how that funding can be used.

Newsletter: We need some stories

Rachel is writing an article on NJ HEAP (Home Energy Assistance Program) for the fall newsletter.

Suggestion for the Spring newsletter: Summer Reading

Upcoming meeting locations and days:

September 23 (10am to noon) - SCLS - Somerville Branch

October 21 (10am to noon) - South Brunswick Public Library

November 18 (3pm - 5pm) - East Brunswick Public Library

December 16 (10am to noon) - Newark Public Library/Van Buren Branch