

NJLA Public Relations Meeting
10/21/16
South Brunswick Public Library

Attending: Jill D'Amico, Andrew Luck, John Daquino, Chris Carbone, Emily Weisenstein, Lina Belkewitch, Stacy Brody

September minutes approved.

Executive Report: Chris Carbone – NJLA President

3 Task Forces have been approved.

- School Library
- Tech Task Force
- Library Achievement Task Force

NJLA Conference

We have signed a contract with Harrah's for the NJLA Conference for three years after 2017. Dates are set, room rates are lower. The conference will be the Wed-Friday of Memorial Day Weekend.

This year's Conference Keynotes are:

- Melinda Emerson - Small Biz Lady
- Valerie Gross – Libraries=Education
- Janet Mock – Author, TV Host, Trans Rights Activist

Old Business:

I Love NJ Libraries Facebook Page:

- Rachel created a post on Banned Books. It garnered more reaction than other posts. We discussed potential reasons for the popularity including the interactive nature of the post and Facebook's algorithms.

I Love NJ Libraries Website:

Update from John D:

- We will host the website on Bluehost.
- Further discussion on what the URL should be and that it would need to be consistent with our social media handles. We finally decided on LibrariesNJ.org. The FB and Twitter pages will be updated so we are consistent.

New Business:

Outreach Kit:

- The "B" tablecloth to be stored at the Paterson Public Library.
- League of Municipalities: Jean Ryan or Pat Tumulty will take the "A" tablecloth with them.

- NJASL: Will they need the “B” tablecloth?
- Anti-Poverty Network: Jill, and Andy will be going. Asking for supplies.
- NJEA: ??? Possible school librarian representation at a later date. NJLA is working on our outreach to school librarians.

Snapshot Day:

- Snapshot Day was a big success! All teams visited great libraries and people were really excited. The Jersey Cat mascot was a big success.
- Jill D’Amico, Andy Luck, and Rachel Paulus went to 12 libraries.
- Emily Weisenstein and John Arthur went to 5 libraries.
- Peggy Cadigan went to the Ocean City, Atlantic City, Cape May County, and Vineland Libraries.
- Brett Bonfield will create the final statistics spreadsheets.

We discussed what final columns in the State Report to use for our statistics and how to ultimately divide the data up.

John discussed ideas on ultimately using the Snapshot Day data to create deliverables using data story apps.

Newsletters:

- Fall newsletter: HEAP and Construction article (from Cindy Czesak).
- We need a Library Card Sign Up Month article – will put a call out to Somerset Library or Summit Library.

Upcoming meeting locations and days:

November 18 (10am to noon) – East Brunswick Public Library

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