

NJLA Public Relations Meeting
11/18/16
East Brunswick Public Library

Attending: Jill D'Amico, Andrew Luck, Madelyn English, Emily Weisenstein, Lina Belkewitch, Jessica Schneider, Stacy Brody, Galina Natenzon

October minutes approved.

Executive Report:

- Professional Development Leadership meeting will be held on December 12th at SBPL.
- Jeanne Ryan is representing us at the League of Municipalities. Jill reports we are doing well.
- Election petitions will be due soon.

Old Business:

I Love NJ Libraries

- No report from Rachel

URL for LibrariesNJ.org is purchased and live. Still a work in progress.

- *Report from John D'Aquino:* currently John is working on NJLibrariesbuildcommunities.org. Once this is finished, the PR committee can help promote this site to the public.

New Business:

Upcoming Events for the Outreach Kit:

- 12/7 NJ Non Profit Conference and Public Policy 201
- 1/20 Plainsboro Alliance
- What other local fairs or community organizations can we reach out to?

Snapshot Day:

- Brett is finalizing statistics.
- Discussion on how to get these statistics back to the libraries:
 - Create infographics? One for the state and a template for individual libraries?
 - John D. would like to create an online database for Snapshot stats. Can we create a template for people to plug in? We need to decide what software is the most practical: Power Point or Publisher.
 - We would like to create one really nice infographic for the state poster.

Fall Newsletters:

- Cindy Czesak is still working on construction article.
- Rachel wrote the HEAP article.
- We can promote the Construction Bill website
- We can write an article on the Snapshot Day Tour.

Winter Newsletters:

- I Love Libraries Day
- ESL & Citizenship Programs
- Information Literacy Stories – the Fight against Fake News?

Upcoming meeting locations and days:

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

January 13th (10am to noon) – Madison Public Library