**NJLA Public Relations Committee
MEETING SUMMARY**

**Thursday, August 13, 2015 at 10 am**

Mercer County Library - Lawrence headquarters

**Attendance**: Jill D’Amico (East Brunswick), Karen Serach (Mercer County Library/Lawrence), Pat Tumulty (NJLA), John Daquino (Rahway/WPU), Rachel Paulus (Internet Archive), Tiffany McClary (NJ State Library). **Online**: Kerry Weinstein (Hoboken), Jennifer May (Seacacus), Madelyn English (Bernardsville), Emily Weisenstein (Madison), Kris Anderson (West Orange), James Keehbler (Piscataway, NJLA president)

*Meeting called to order at 10:13 a.m.*

**Introductions**

Everyone introduced themselves.

**Executive report**

Pat reported that NJLA is hard at work implementing its strategic plan, is knee-deep in membership renewals and working hard to encourage institutional memberships. Pat and James will be doing road trips to hand out window clings to institutional members, featuring the new logo. We would like photos from those visits. Also, it is NJLA’s 125th Anniversary this year. Legislatively things are slow because of the summer break, but we still have bills out there. The Public Policy committee will be meeting tomorrow to start work on the new legislative agenda.

**Communicating with membership**

How do we best communicate with the membership? Emails are a double-edged sword - listserves generally don’t appreciate being bombarded. We discussed ideas and possible solutions. Tiffany suggested working with the State Library to create a PR tips email newsletter - she has the contacts for library directors, but we would have to offer an opt-in. Discussion followed about if emails to directors is the best option. Rachel volunteered to work with Jill on a contact list for PR/marketing people in NJ libraries, as well as system and consortium contacts. It will help to know how best to approach certain systems - sometime the director is the best contact, in others, not so much. It should be fruitful to reach out to consortiums as previously suggested, as individual libraries have a vested interest in keeping up with their efforts since they pay into these groups.

**Promotion!**

*Library Card Signup month (September)*

Pat said NJLA would like to offer a photo op with a “gold card” library card for legislators who have been supporters of libraries. Karen volunteered to help with the creation of it. It was suggested that we offer the promotional flyer in Spanish as well - Jill will send Karen the text for translation. John did some great videos that will be promoted throughout the month, Jessica made posters and email promotional art and Rachel did a sample letter to legislators inviting them to the library.

*Emergency preparedness month (September)*

Assemblymember Annette **Quijano** (D-20) is the chair of the homeland security & state preparedness committee and wants to see libraries helping to promote this. The state library has a number of resources, and can help us with compiling resources. One idea is encouraging a blood drive at the library. Rachel notes that the NJ OEM office can be a good resource as well. James asked for a volunteer to help put a one-sheeter together. Karen volunteered.

*Snapshot Day (October 21)*

We have a website ([www.snapshotdaynj.org](http://www.snapshotdaynj.org) - not live yet) and will start promotion in earnest. To quote Jill - it’s going to be big. Our role is to promote it and give libraries the tools they will need to show what it is their libraries do and their role in the community. We are reaching out to NJSAL and Bonnie is currently at the NJLA CUS meeting doing the same with academic libraries. One idea is to providing signage - flyers, posters - that libraries can display to let patrons know about the day. We want to encourage selfies, as this will also eliminate the use of photo release forms. We want libraries to be creative and fun with it. A lot of the focus from our end will be post-Snapshot Day - we want to collect stats that can be used in advocacy throughout the legislative year. Tiffany liked the tips and ideas that the committee put out the prior year, and suggested we do that again. It will be important to touch base with consortiums and NJLA sections (especially YA and CSS) ahead of time.

*NJLA 125th Anniversary (December)*

There is a committee underway that will mark the 125th anniversary of NJLA. Emily Weisenstein (bravely!) volunteered to be the liaison from PR, as there is a lot of potential to get some press from this.

**Our (public) website -** [**www.ilovenjlibraries.org**](http://www.ilovenjlibraries.org)

The website has been refreshed from the last time we looked at it. It is lighter and brighter. We are encouraged to look at it and share feedback. One is putting more visuals/photos front and center.

**I Love NJ Libraries Newsletter**

The theme for the Fall issue is partnerships. We already have stories on libraries hosting citizenship ceremonies and another on libraries helping with ACA/Obamacare health insurance enrollment going in. Anyone with ideas is encouraged to share.

**Continuing Ed./Conference proposals**

We discussed ideas for the NJLA CE initiative. There are a lot of marketing and PR speakers and topics floating around. Tiffany said the state library is hosting marketing experts for a lunchtime series, and we can possibly collaborate. It is also time to start thinking about conference proposals, which we will discuss more at the September meeting. John will share some information on speakers he has seen/worked with.

**Upcoming meetings/locations**We meet the second Thursday of the month, the dates are on the NJLA calendar. We have locations throughout December. John said he will check on Rahway as a possible location and will follow up.

*Meeting adjourned at 12:06 p.m.*