

**NJLA Public Relations Meeting**  
**9/23/16**  
**Somerville Public Library**

Attending: Jill D'Amico, Andrew Luck, John Daquino, Rachel Paulus, Madelyn English, Pat Tumulty, Emily Weisenstein, Lina Belkewitch, Jessica Schneider, Stacy Brody

August minutes approved.

**Executive Report:**

- Jen Schureman won the NJLA Executive Board Special Election – Congrats to Jen!
- Discussion on whether or not we should submit a proposal to Professional Development – last year we used Snapshot Day.

**Old Business:**

*I Love NJ Libraries*

- Rachel is looking to find fun, new ways to engage with our social media. Will focus on Library Sign-up Month for now – possibly posting something along the lines of 'take your friend to the library and get a card.'
- Stacy suggested promoting Banned Books Week online with a quiz (How many have you read or something similar). Use #BannedBooksNJ to promote it.
- Goal is to get more likes and interaction.
- We are working on the ongoing project of cleaning up old links.

*Pitch Box Posse:*

- We will add an awesome column to the Pitch Box tracking sheet.
- Now that we are able to track and collect input from libraries into one place, we can create content.
- We should ask for innovative programming libraries are doing and see if we can create interest through them. Ask libraries about awesome things they are doing.
- Some discussion on the definition of innovative – what may seem like regular library program to us, may be new to the public.

*I Love NJ Libraries Website:*

- Update from John D: We are continuing to transition from Drupal to Wordpress. New website will have links to Pitchbox, stories, Snapshot day results, information for journalists. Will be loosely modeled on ALA's I Love Libraries website.
- We are hoping this will be completed in 6 months.
- Some discussion on the URL: YouNJLibrariesLoveYou – is a long URL – should we switch to something more concise? Shorter may be easier to remember. The argument for keeping the longer URL is for consistency reasons.

## **New Business:**

### *Outreach Kit:*

- Home for the 2<sup>nd</sup> tablecloth will be with Rachel at the Paterson Library
- Outreach Calendar: some discussion on what events are too local and which are best to attend.
- If you are interested or know someone who would be interested in going to an event, go.

### *Snapshot Day:*

- Discussion on how LY State Report should be used and whether that is the most accurate numbers available. The thought is to use the averages from the State Report rather than the collected data from Snapshot Day. We are using these numbers since there will be complete representation from libraries (only some report for Snapshot Day, almost all report for the State Report) and the data is readily available. Not focusing on taking stats allows participating libraries to use that time to collect more stories and qualitative information.
- Further discussion on the reporting forms: how do we account for different types of reference questions (medical, job seeking, health, etc). Decided that we will ask libraries to list special ref questions rather than tally.
- School and Academic Libraries will not be able to use the quantitative information from the State Report, so they will need to report this on their own. May want to separate elementary from middle and high school forms (elementary can report classes, lessons, etc).
- We will reach out to Academic and School Librarians for their final opinions.
- Andy will reach out to State Library (Bob Keith and Peggy Cadigan specifically) to keep them informed of Snapshot Day's progress.
- Lina will send us a story collection form she has previously used at the East Orange Library. We can distribute a generic form to participating libraries.

### *Newsletters:*

- Cindy Czesak has written an article on construction projects.
- Rachel has written an article on HEAP/weatherization
- Future: Summer Reading Prep and graduation ideas for articles.

## **Upcoming meeting locations and days:**

October 21 (3-5:00 pm) - South Brunswick Public Library

November 18 (10 to noon) - East Brunswick Public Library

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