NJLA Public Relations Committee meeting, October 9, 2012 at Monroe Township Public Library

Committee members in attendance: Karen Klapperstuck, Megan McCarthy, Nadine Sergejeff, Ellie Strbo, Megan Wianecki

**Executive Board update:**  Karen K. noted that Member Services is in the process of sending membership renewal notices and is attempting to draw back lapsed members. They are also looking into the possibility of allowing members to pay in installments.
*John Cotton Dana award*: the PR Committee will apply for recognition for their work on the website and eNewsletter. Recipients receive a monetary award. Nadine and Megan M. will work on the submission, which is due in February.

**Collaboration with Kathy Dempsey (InfoToday):**
The PR Committee will assist with an effective writing webinar. Kathy Dempsey will contact David Lee King, who can speak on the writing aspect of social media. Karen K. informed the group that NJLA is in the process of purchasing Adobe Connect. James Keehbler will set up the registration and payment components in the newly redesigned NJLA site in Drupal. We will offer member and non-member rates and would like to send out email blasts to Rutgers and Drexel students, with which Member Services may be able to assist. We considered the possibility of a three-part series, featuring David Lee King, Kathy Dempsey, and another marketing expert, perhaps one who could speak about marketing to different populations.

**Conference Program Planning:** Megan W. noted that she would be interested in a program that would discuss targeting 20-30 year olds. We would like to bring in someone from outside of the library field. The committee will carry out some research and will propose speakers at the subsequent meeting. We may be able to ask Kathy Dempsey for some leads.
The second program idea would focus on crisis management (how to handle a bad situation, such as budget cuts). The committee will look into past PR & marketing conferences for ideas.  We might seek out a PR expert in the Philadelphia area.

The proposal deadline is in late November. We may also want to think about partnering with another committee or section if a similar program is proposed.

**Librarian of the Year:** Megan M. inquired whether we should try to prepare material this year, or wait until the following year. Nadine suggested that we could post material on the website. Karen K. or Megan M. will reach out to James to discuss the possibility of a podcast or slideshow.

**Honors & Awards:** Megan M. will contact Cindy C. about promoting awards submissions.

Ellie S. asked whether we should be promoting NJLA scholarships. We should try to encourage people to apply and this, in turn, would promote NJLA. This could also be a future topic for the eNewsletter.

**Social media:** Megan W. will take on the Facebook account for this month and will look into linking the Facebook and Twitter accounts. We need to continue to promote the Facebook page and Karen K. suggested publicizing the page in the Coolbrarians Facebook group, on the Member Services page, or on Facebook pages of other libraries. Ellie S. suggested that we could offer a contest and we will try reach out to Heather A. to inquire whether she might have access to any incentives.

**eNewsletter:** We are striving to send the issue out before Election Day, so we hope to get this out during the last week of October. Megan M. will write about voting resources and readers' advisory (cookbooks) and Nadine will draft an article pertaining to Veterans Day.

The next meeting will be held at the Bridgewater Public Library on November 20.

Submitted by Nadine Sergejeff, 10/10/12.