NJLA Public Relations Meeting (DRAFT)

October 11, 2011

Meeting started 10:10 am

In attendance: Heather Andolsen, Megan McCarthy, Nicole Politi, Jeannie Collacott, Lina Belkewitch, Nadine Sergejeff, Anne Roman, Megan Wianecki

**November meeting date changed! Wednesday, November 16 at 10:00am-12:00pm (at Monroe Twp Library)**

September 2011 minutes approved - Heather made motion, Meg M. seconded

Please send Heather any updated contact information for the PR Committee contact list

*2011NJLA Conference*

-Possible PR conference programs discussed at meeting:

Using QR codes in marketing/PR

Public Relations during a crisis

Creating a Strategic Plan for your library’s PR

-If you have any ideas/connections for speakers for these programs or other suggestions, please email Meg at [mmccarthy@monroetwplibary.org](mailto:mmccarthy@monroetwplibary.org) with ideas before Nov 11

*PR Impact*

-Heather will give Pat the next three months of PR Impact ideas to put out in the NJLA list serv

*Ilovenjlibraries Web site and e-Newsletter*

-We will focus the *Ilovenjlibraries* web site and e-newsletter on 5 events a year:

I Love My Library Month (February)

National Library Week (April)

Summer Reading (June)

Library Card Sign Up Month (September)

Election Day (November)

-First e-newsletter will go out for February to currently subscribed library champs

-Meg will create a post for the list serv requesting info from libraries for web site/e-newsletter for Feb – library submissions to web site will be due Dec 15th, committee will review submissions to select top stories to put in e-newsletter at Jan 2012 meeting, e-newsletter will go out following that meeting.

-Nadine reported that stats are currently low for NJ hits on the web site, but there were some from around the world!

*Logo*

-If you have any ideas for the *Ilovenjlibraries* logo, please contact Heather at [andolsen@yahoo.com](mailto:andolsen@yahoo.com).

*Twitter*

-Nicole created a twitter feed for us – @LoveNJLibraries – which will be used for the public – and we will create a NJLA PR Impact feed for library professionals to highlight PR tips

-We will create a PR email address that we can all use for log in to Twitter – Nicole will give a tutorial on twitter next meeting

*Survey*

-Committee reviewed the questions for the Survey Monkey survey Anne developed for us to obtain more info about PR needs around the state and to identify key PR contacts that we can reach out to

- An email will be sent out with the updated survey to all members for review (final review at November meeting)

*Other*

*-*We will discuss branding next month

-Nadine informed the committee that there will be an Urban Libraries mini-conference some time next year – PR would like to get involved

-We would like to make it a goal this year to figure out ways to connect with Friends groups

*ACTION ITEMS:*

Proposal ideas - email Meg at [mmccarthy@monroetwplibary.org](mailto:mmccarthy@monroetwplibary.org) before Nov 11

Logo ideas - email Heather at [andolsen@yahoo.com](mailto:andolsen@yahoo.com) before next meeting

Look into ideas for our branding plan for ILoveNJLibraries for next meeting

PR Show and Tell for next meeting

Bring PR Impact twitter feed post ideas for next meeting

Submit your February I Love My Library Month programs to the ILoveNJLibraries web site by Dec 15

Meeting adjourned at 12:00pm

Minutes Submitted by MM 10-11-11