Purpose: The charge of the Marketing Team is to promote awareness of the TCC Library and its services to the college and community, and to create and promote learning opportunities and events that support the mission, vision and goals of the library.

Further Definition of Team Responsibilities:
(*adapted from the excellent www.library.illinois.edu/committee/strategic/charge.html)

- Undertakes activities that will establish a clear and positive image of the libraries in the college community.
- Undertakes activities that increase awareness in the college community of the scope of the Library's services.
- Builds an internal marketing culture within the Library.
- Serves as a resource for branding new resources and services offered.
- Provides advice and coordinates the planning, development, and production of promotional products, events and activities for the library with other library groups and departments on an ongoing basis, including working with the Student Life Department.
- Identify and develop the broad messages and themes to use in marketing the library.
- Provides a framework to ensure consistency in the Library's communications.
- Performs a regular evaluation of the libraries' image and public perception.
- Prepares an annual report, which includes a summary of the previous year's activities.

Team Makeup: The Marketing Team consists of seven members representing all four campus locations and one leadership team liaison. Members serve for two years. The team should have members from a variety of library positions and roles (i.e. Librarians, Circulation Team Leaders, Library Assistants, etc.).

Meeting Organization: All team meetings will have a set agenda distributed in advance. The agenda will include estimated time for discussion of all topics and a timekeeper will be appointed to keep on schedule. Team members will be expected to send a short summary of activities related to marketing in the past two month period to the chair prior to each meeting. These updates will be used to inform the agenda and give progress updates on projects. A minute taker will be appointed for each meeting.

Meeting Schedule: The Marketing Team meets every two months on the 2nd Friday of the month (except Summer semester meetings which take place on Thursday mornings).

- Tentative 2017-2018 Meeting Dates & Locations:
  - June 8, 2017 – Northeast Campus
  - August 18, 2017 – Metro Campus
  - October 13, 2017 – Northeast Campus
  - December 8, 2017 – Metro Campus
  - February 9, 2018 – Northeast Campus
  - April 13, 2018 – Metro Campus
  - Thur. June 7, 2018 – Northeast Campus
Team Roles (2 year Appointments): Each team member is assigned a specific role for which they will be the college-wide facilitator. These responsibilities designate this person as the overseer and thought leader, BUT NOT, exclusive conductor, of these activities and areas. All members collaborate together on activities and events to achieve the team’s purpose.

- **Team Chair (Josh Barnes)** – Serves as leader of the team and oversees all team functions and deadlines. Sets meeting agendas, communicates with all team members about ideas and assignments, looks for opportunities to partner and promote library service. Serves as facilitator in organizing key annual events and promotions (sets dates, pulls together teams, sends reminders of upcoming promotions and ensures all locations are coordinated and outcomes are set). Responsible for the Library Annual Report creation.

- **Team Past Chair (Natalie Manke)** – Supports the team chair and assists in coordination of the team and all of its functions. Runs meetings and sets agendas in the event the chair is unavailable.

- **Social Media Lead (Sarah Wagner)** – Responsible for all TCC Library social media. Will oversee the social media calendar and ensure posts are being made by all campuses and are of high interest and in keeping with library goals. Will generate and share ideas for posts and best practices and tips. Will look for ways to expand and promote social media.

- **Publications & Communications Lead (Lisa Haldeman)** – Responsible for submission to THE WEEK @ TCC on behalf of the library. Will set a schedule of submissions and topics and recruit library staff to write articles. This role will take the lead on creating email templates promoting library events, welcome back, collection, etc. that can be used by all campuses. This role will oversee any special requests for articles or submissions from the TCC Library to college-wide and regional publications.

- **Swag & Promotional Materials Lead (Tammy Harris)** – Will oversee levels of promotional items at all campuses, including brochures, general bookmarks and flyers, and giveaway items. Will coordinate orders of materials with the team when needed and submit orders on behalf of the team. Will review current promotional items for appropriateness (no outdated information, quality). Will research and recommend new promotional items and general printed materials.

- **Research & Analytics Lead (Amy Norman)** – Will oversee event and promotion outcomes for the team and produce wrap-up reports for key events. Will communicate to campuses about what information to track and report during events. Will assist in creating best practices for the team to capture data related to library marketing. Will take the lead in researching marketing techniques and ideas that can be implemented at TCC.

- **College Wide Events Lead (Adam Brennan)** – Will ensure the TCC Library is involved in key college-wide events like Paint the Zoo Blue, Convocation, Blueprint Day, etc. Will submit all paperwork involved in event participation, organize volunteers, organize table items and activities, etc. Will monitor announcements and events on all campuses for library inclusion when appropriate.

  - **Campus Representative (Everyone)** – Each team member is responsible for the following at their campus. If more than one person from your campus is serving on the team, these duties should be divided.
    - Send meeting minutes to your campus team after each meeting, including a note from you about key items and upcoming events.
- Execution of key events at your campus location (i.e. Blind Book Date, Banned Books Week, Book Swap, etc.)
- Coordination of campus communication and promotion of events
- Tracking event outcomes and submitting them to the Research & Analytics Lead (i.e. attendance, effectiveness, impact, etc.)
- Taking pictures/video of events and sharing them on social media and with the Team Chair.
- Brainstorming promotion of library services for your campus and sharing ideas with other team members.

**Annual Timeline:** This timeline is not meant as an exhaustive list of TCC Library Marketing Team activities, but as a guideline for events taking place throughout the year and team planning responsibilities.

**January**
- **Tulsa City-County Library Card Drive**
  - Begin National Library Week planning for April

**February**
- **Blind Book Date**
  - Submit National Library Week marketing materials to Gameplan/order from ALA

**March**
- Begin CELT Stayonference planning for October

**April**
- **National Library Week**
  - **Poetry Month/Poem in Your Pocket Day**
  - Submit Stayonference proposal

**May**
- **Coffee in the Library for Finals Week**
  - Begin Annual Report Planning and Assign Content Areas

**June**
- Annual Report creation, due to Dean of Libraries first week of July
  - Begin Banned Books Week planning for October
  - Begin Convocation table planning for August

**July**
- **Summer Book Swap**
  - Submit Banned Books Week marketing materials to Gameplan/order from ALA

**August**
- **Back to School**
- **Convocation Table of Interest**
- **TCCL Card Drive**
- **Paint the Zoo Blue**
September

- Banned Books Week

October

- CELT Stayonference

November

- Begin Blind Book Date planning for February

December

- **Coffee in the Library for Finals Week**
- Submit any Blind Book Date materials to Gameplan