TCC Marketing Committee
Meeting Notes

Date: Friday, August 12, 2016
Location: Metro Campus Library
Scribe: Sarah Wagner
Time Lord: Natalie Manke

Attending: Adam Brennan, Amy Norman, Emily Tichenor, Josh Barnes, Lisa Haldeman, Natalie Manke, Sarah Wagner, Tammy Harris

- Approval of Consent Agenda and Role Reports
  
a. Committee Chair (Josh)

  - Did not have anything to add to his report to the consent agenda.

b. Committee Past Chair (Natalie)

  - Slide Show on the webpage: Natalie asks that we send her ideas for slides. She plans to update with some new ones soon (Poképops, Welcome back, Paint the Zoo, Library hours etc.) She will talk to Megan about possibly linking out to other pages because the slides are small/low resolution. Lisa reminded us about Canva.

  - Hotspot update: The hotspots are close to being processed and should be ready before the semester starts. There is no data-cap, no login to admin to update. Natalie needs to fix them to make sure the admin display does not appear. The team decided that we can advertise them on a slide. If we can show there’s a demand, we might get more devices in the future. Mobile Beacon can shut off the data if the devices are overdue. There will be a barcode on the case as well as on each device.

c. Social Media Lead (Sarah)

  - Sarah demonstrated short video on Wevideo app. She plans to make a video or collage for the library with focus on one college. It’s a cool platform, but we only get 2 free minutes a month in the free package. The paid package gives more bells/whistles, but let’s start with the free one.

  - Sarah will resend the proposed guidelines for posting and the schedule. Recommends pushing Facebook for now, as TCC has no official policy about social media, although they are currently working on it. Keep
posting daily. We’re posting the right sort of things. Should go “live” at the Poképops event. (Josh or Sarah)

d. Publications and Communications Lead (Lisa)

- Published a Book swap article in The Week and plans an AIA summer wrap up for The Week.
- She made a Canva graphic to promote Facebook page.

e. Swag & Promotional Materials (Tammy)

- Swag update: We’re all good on swag for now. However, if any we see something that we like send it on to Tammy.

f. Research & Analytics Lead (Amy)

- We need to keep track of numbers and statistics during events and we need to be more mindful about taking pictures. We should share our statistics with Amy. She will create a form in LibAnalytics so that we can track these stats. Take more pictures and collect those stats so that we can share this information with the college. Poképops event will be a great opportunity for this.

g. College Wide Events Lead (Adam)

- Majors Career Fair: We decided that we would like a table there. It is at SEC on September 28th. We can repeat what was done at the Hispanic Career Fair. Focus on helping people find info about their careers and also showcase librarianship as a career. Amy will volunteer for this.

- Convocation Table
  
  o We will have a table cloth.
  o Amy will bring several books and book stands.
  o We will showcase the hotspot units with the Pictograph created by Melanie.
  o Lisa will pick up the signage from the CC and drop it off at SEC. (She will also pick up the signage for Paint the Zoo Blue.)
  o Josh will bring a laptop computer to show Melanie’s slide show.
  o Giveaways: everyone will provide 25 items for giveaways/ WC ‘s will go for evening convocation
  o Sarah will get with Josh about evening convocation and set up.
• Poképops!
  o We should use lures!
  o Should we post about it to Facebook groups? That probably should come from Student Life, as it is actually their event that we proposed.
  o Go “live” during the event. Take pictures and encourage players to post pictures.
  o Paint the Zoo Blue/Pokémon came up. Adam will talk to Jon Herring about this.

• Promotional Materials
  o If anyone needs more brochures, contact Tammy.
  o Tammy will be reviewing the brochures/bookmarks in the spring.

• Paint the Zoo Blue
  o We will have a table cloth, Adam has the easel, with have the hotspot graphic and swag.
  o Send swag for this to Josh.
  o Two signs on foam board were ordered through Gameplan. Use the one with Library which was edited from libraries. We need to push the idea that we are 1 library, 1 college.
  o Everyone applauded the Emaze and the Pictograph.

• Banned Books Week (Sept 25-Oct 1) Planning
  o Redo the PowerPoint presentation, make it more about the theme: diversity. (Adam, Natalie and Josh) Is it going to be at Metro this year?
  o NEC did a Storytime event last year, WC did the Photobomb event.
  o SEC & WC are doing the Photobomb event this year. Tammy suggested doing this at the CC during the Pop-up Library time.
  o We should definitely make our daily Facebook posts about a banned/challenged book.
  o Keep in mind that Banned Books week coincides with TAUW.
  o Everyone needs to report plans to Josh by September 2nd.

• Poetry Idea (Amy)
  o Amy brought a display idea to the table – using vinyl letters on windows to recreate student submissions to the Tulsa Review, something for the
spring, possibly. We could do this in conjunction with National Poetry month.

- Emily will talk to Sloan Davis about this and see if the Tulsa Review people are receptive. If they are, maybe select something for each campus or put it up in the C4C.

- Talk to Gameplan about vinyl letters.

- Emily and Amy will investigate this further

- Pop-up Library (Tammy)

  - The people at the CC really enjoyed this and wish for us to continue this fall.
  - 10:00 am to Noon seemed to be the best time. We could do it Thursday or Friday? Once a month was decided.
  - We all agreed to extending due dates. 1 month for books/2 weeks for DVDs. DVDs can be returned through interoffice mail. Is it possible to add the CC to the courier route?
  - We will all take turns. With WMS, you can logon as your campus to get the stats. Each campus can bring their own stuff or get a mix from other campuses.

  - Tammy will draft a tentative schedule.

- Odds and ends

  - Consent Agenda – this was our second one, so it’s still new to us. We will use the Consent Agenda as a means to capture what we are doing.

  - Melanie would like to be added back in to the email list of the Marketing Committee.

  - Josh will follow-up on organizing a sub-committee meeting for the pirate video.

  - TCCL Card drive – we may want to do it in the middle of the semester, after Central opens in October.

  - Emily reported that the Marketing Committee will be working on a formal communication plan in the future.

Next Meeting
Date: Friday, October 7, 2016
Location: Northeast Campus Library Classroom
Scribe: Natalie Manke
Time Lord: Adam Brennan