TCC Library Marketing Committee
Meeting Minutes

Date: Friday, April 14 2017
Location: Metro Library Classroom
Scribe: Natalie Manke
Time Lord: Adam Brennan
Attending: Adam Brennan, Amy Norman, Emily Tichenor, Josh Barnes, Lisa Haldeman, Natalie Manke, Sarah Wagner, Tammy Harris

- Blind Book Date Analysis and Wrap-up
  - According to LibAnalytics analysis of the forms, the most popular genre is Mystery/Thriller, followed closely by Sci Fi, and Romance.
  - This year, as in years past, the majority of feedback received indicated that even if the participant did not like their book, they loved the event and would participate again in the future.

- Louder than a Bomb University
  - The event takes place in the Metro Garden Dining Room from 4-7 on April 27.
  - Librarians at their respective campuses are currently actively promoting the event.
  - As of this week there are 11 sign-ups.
  - For length purposes, 20-25 sign-ups is a good number to shoot for (25% usually drop out prior to the event).
  - The trophies have arrived. They look great and have logos etched on this time.
  - If there is ever a desire to grow the event, the committee could contact the Cherry Street Poets Society, or leave fliers at Coffee House on Cherry Street.
  - An advertisement for LTAB-U has been on TCC’s Facebook page. It will also appear in The Week, and as an event on the Library Facebook page.
  - The event will most likely be streamed to Facebook Live.

- Brochures
  - Tammy compiled a list of the committee’s feedback regarding changes to the current brochure.
  - Librarians are reviewing the faculty insert for possible changes.
  - The committee agreed that the current brochure photos need to be updated.
  - The committee also agreed that the verbiage “one-on-one consultations” should be changed to “research consultations.”
  - Tammy will send out a new draft with the desired changes.
  - The committee discussed bookmarks, and one suggestion was to have a student or faculty testimonial on one side and the hours on the other.

- Popup Library
  - Emily talked to LMT about Popup Library at Central, and they decided it would be a good idea to assess the event and see if there are changes that should be made going forward.
  - There may be changes in frequency or other parameters of the event.
  - The event will continue in its current form until May.
- Emily will then send a survey to the committee to solicit opinions about the event.
- The committee briefly discussed book delivery to Central and what sort of issues that may cause with WMS.

**National Library Week Wrap-up**
- Everyone thought the promotional materials looked great, and Paula even got some responses from people telling her how much they liked them.
- The student participants were thrilled, and they were delighted with their pictures.
- Someone suggested the pictures could possibly be used in the future brochure.
- The committee agreed that soliciting student testimonials and photos is definitely something that should be repeated in the future.

**College Partnerships**
- Adam suggested that it might be a good idea to modify the committee’s outreach position to include external outreach to other colleges, and eventually formalize the role in the strategic plan to accommodate external outreach.
- The committee thought it would be important to define the role, and assess the pros and cons of formally modifying the position.
- The group came up with some ideas about how the library could partner with external libraries, including co-sponsored events (like the Shakespeare Festival), and college advisors coming directly to the library.
- Someone suggested that keeping an eye on what events the OSU-Tulsa library is sponsoring might be a good idea, and that the library may also want to partner with TCCL.
- Someone suggested splitting up the duties of this role, so that respective campuses liaise with whichever colleges are nearby.

**Communications Plan**
- Emily researched what some other colleges are doing for their communications plans.
- The committee is waiting to work on TCC Library’s plan until after the annual report is complete.
- The library’s communications plan is a subsection of the TCC’s communications plan.
- The goal of the communications plan is to take all the separate marketing pieces, annual events, roles, logos, social medial policy, etc., and pull together into a cohesive communications plan.
- Emily pointed out a couple of elements that the committee has not already created:
  - Messages- key points and specific phrasing to always be included in marketing campaigns
  - General strategies to be included in marketing campaigns
- The committee will start with a template and generate all the content for the plan.
- A note for plan planning: some plans are broken down by audience: staff, students, administration, etc.

**Annual Report**
- The committee assigned roles, established a timeline for completion of specific tasks, and brainstormed. These items are located in separate documents.

**Miscellaneous items**
- Greg Stone’s Critical Thinking Symposium
• It was mentioned at Leap Day.
• Adam is working with John Tansey.
• The Mass Media instructors want to be involved.
• Adam and John are going to talk to Greg and flesh out their ideas.
• The library should be heavily involved as it pertains to media/information literacy.
  o Summer Book Swap
    • The group discussed whether or not continuing the event was a good idea.
    • It was ultimately decided that the library would continue hosting a book swap during the summer, with a possible rebranding to “Summer Little Free Library,” or something similar.

Submitted by Natalie Manke.