Meeting Notes
Marketing Team Meeting
Friday, October 13, 2017
Northeast Library Think Tank
Attendees: Josh Barnes, Adam Brennan, Lisa Haldeman, Tammy Harris, Natalie Manke, Amy Norman, Emily Tichenor, and Sarah Wagner.

1. Library Management Team Representation
   a. LMT decided Lisa Haldeman will stay on the Marketing Team even though she is now a Library Director.
   b. LMT thought it was important that representation of each campus remain balanced.
   c. The only real change is that now there are two LMT members on the Marketing Team instead of just one.

2. The Big Read
   a. This year’s selection is the short story “The Shawl” by Cynthia Ozick.
   b. The Library has committed to host one event centering around topics discussed in the story, as well as provide supplemental displays.
   c. The event must be held between March 24 and May 15, 2018.
   d. The Marketing Team is considering pursuing partnerships with:
      i. Diversity and Inclusion
      ii. English Faculty
      iii. Sherwin-Miller Museum of Jewish Art

3. Finals Week Zen Zone Update
   a. LMT met with Wellness Services last month to discuss programs in library around finals.
   b. There is a possibility that the programs will be offered during “dead week” so they do not interfere with the Coffee & Canines event during finals week.
   c. Zen Zone activities/programming will potentially be held in library classrooms or think tanks. It will vary from campus to campus.
   d. Natalie will contact Nursing instructor Nancy Vitali to see if she would be willing to conduct a stress management workshop.
   e. LMT is waiting for Wellness Services to reply with an official proposal.

4. Blind Date with a Book Planning
   a. The timeline will be very similar to last year.
   b. The questionnaire will not be altered.
   c. Josh will talk to gameplan about creating a new flier that is more “fun” and “general.”
   d. The online form will be open from January 2 – February 5.
   e. Book pickup will run from February 12-23.
   f. There will be an article in the Week (with no link to the online form this time), that will run two weeks before Winter Break.
   g. The Week will run articles with a link to the online form on January 2 and January 8.
   h. Emily will turn in a gameplan request for media coverage.
i. Each campus needs to check their wrapping paper supplies.

j. Each campus needs to check with their respective Student Life offices to ensure they will be able to provide candy for the event.
   i. There needs to be a backup plan in case there is a problem getting candy.
   ii. The group decided that it would be ok to sacrifice support for other programs in order to ensure candy can be provided for BBD since it is the library’s flagship marketing event.

k. Luann Thompson’s online class
   i. Some details will have to be ironed out in early discussions with the instructor, as she wanted her students to be able to keep their books out for the entire semester.
   ii. Some students are out of state and will not be able to pick up their books in person. Librarians will provide book recommendations/summaries to these students via email.
   iii. There will possibly be a custom online form just for her class.

l. Sarah reminded everyone that it is important to make sure each campus is getting photos of students picking up their books.

m. The group decided that it would be best if everyone waited until the end of the event to enter paper questionnaires into the online form.

5. Return Your Books Campaign
   a. Natalie will create fliers and monitor slides, as well as a slide for the website.
   b. Suggested tagline, “No fines, no questions, no judgment.”
   c. The advertising campaign will run from November 27 to December 15.

6. Student Life – Finals Week, Library Events, BBD
   a. Everyone should double check on coffee for finals week.

7. Communication Plan
   a. The Marketing Team needs a formal plan concerning the methods and purpose of how the library markets services.
   b. Some of the pieces of the plan exist already.
   c. Each person will write about their specific role.
   d. Sections of the plan will be divided up at the December meeting.

Next Meeting:

Friday, December 08, 2017

Metro Library Classroom