Outreach Committee Meeting

May 11, 2010

Members Present: Bo Baker, Anne Brunsgaard, Steve Cox, Chapel Cowden, Beatrice Hudson-Recorder, Martha Rawlings and Lane Wilkinson-Chair

Members Absent: Carla Odom

The meeting began with the review and approval of the past minutes. Minutes were approved. We then welcomed our new members, Bo Baker, Anne Brunsgaard, and Martha Rawlings. Our new Chair, Lane Wilkinson asked that we discuss the charge of the Outreach committee, so new members would know what it is and to see if we needed to change anything, as the charge has not been reviewed since 2005. Bo offered that we might add in the web technology presence and Lane offered that we would have a new portal on the UTC home page in which a 30-50 word spot which will be permanent in which the Outreach committee would be responsible for filling weekly. This portal will be seen campus wide. It was decided that the web presence would be added to the charge and it was further agreed that we change the requirement for a specific library lecture event to just a requirement for coordination of general events, such as the new faculty orientation and the open house.

Next topic of discussion was our goals for 2010-2011, our ongoing goal is to continue to improve marketing of services to increase user awareness of what we have to offer and to expand online/web presence of Outreach on the Lupton Library webpage.

We moved on to the topic of designing bookmarks, this had been brought up at previous meetings, and various ideas were discussed as to what the bookmark would have on, what info it would contain, for example, listing of the library hours, perhaps a picture of the upcoming new building, contact info, new materials link, dvd location, etc. The question was presented as to how these would be distributed, maybe through circulation desk, reference, freshman orientation and printing maybe a 1,000 bookmarks keeping cost as a factor. The committee agreed this would be a very useful project and great promotion for the library and its resources. Anne has made bookmarks in the past and agreed to brainstorm on ideas and designs for this project.

Our summer projects were discussed next, and the idea of the READ posters, which have been discussed in the past came up, but the committee at this time has chosen not to continue this project. The faculty publications display was also discussed and Steve commented that this display is very useful for showing the faculty publications and other items faculty are involved with. Lane has agreed to contact faculty with a periodic reminder that the display case is available for their publications, the best time would probably be in the fall as a large number of faculty are not here through the summer. It has also been suggested that we have another open house this year along the lines of last years, having a raffle and giveaways and some treats. The Halloween contest was also discussed as being a great event in the fall and had always done well and should be continued.
Lane has requested that we try to meet at least once a month and a tentative time would be the 3rd Thursday of each month around 2:00. Also, he commented that he really wanted the committee to brainstorm and dig deep for ideas that promote the library and he needed everyone’s good energy for us to succeed. It was suggested maybe a list be compiled and organized as a guide to all the ways we could communicate to the UTC community about our library and its resources.

There was no further business, meeting was adjourned at 3:00.

Respectfully submitted,

Bea Hudson-Recorder