

## ILF Communication/ Publication Committee:

August 29, 2016 10:30 AM Teleconference

### Report

In attendance were: Lucinda Nord, Tisa Davis, Gigi Shook, Gregory Youngen, Helen Cawley, Portia Kapraun, Sean Davis, and Diane Huerkamp

Absent: Jennifer Johnson, Rachel Jamieson and Shannon Bahler.

1. Call to Order – Chair, Helen Cawley

2. Approval of Minutes – It was suggested that an Ad Hoc group met in the spring and had appointed Sean Davis as Editor of Focus. Sean Davis made a **motion to accept the November 27, 2015 Minutes** as presented. The motion was seconded by Gigi Shook. Motion carried.

### 3. Update from ILF Office

Lucinda introduced herself and provided an overview of what has been accomplished since she was hired as the E.D. in June. She comes to ILF with a 25 year history with United Way, a lobbyist, and quickly began her work at ILF with on-boarding, communicating with ILF Board members, attending ALA, and meeting with partners in the library arena. Lucinda incorporated the Harwood Institute Aspirations Tool to survey ILF Board members and others directly affiliated to the Federation. Lucinda shared one of the new Board changes to have an ILF Board member be a direct connection/liaison to the ILF Committees and Diane Huerkamp is the liaison for the ILF Communication/Publication Committee.

4. Below are the **highlights to report from the August ILF Communication/Publication Committee:**

The Committee shared what they believe *would deepen relationships with members and increase trust and value of ILF* to **include:** understanding the true value of being an ILF member [resources, conferences, committees, networking], to be transparent [what is actually considered public resources and what would be classified as access by ILF members only]. A thought was to allow access to the ILF publication FOCUS for anyone to read and finally to share the goals of the Federation as identified through the *Work Plan*.

The Committee agreed ILF's mission is to *elevate libraries and the people who work in them*. Building public awareness as a unified 'voice' in a **Messaging Campaign** was discussed- do we use the ALA Libraries Transformed and customize? We need to understand that a messaging campaign generally runs 5 years. Discussion about a shared resource, such as '**Sandbox**' would be attractive as a value to an ILF membership.

The Committee is seeking to **invite someone with a strong marketing, PR background**, in our 'community' to assist the Communication/Publication Committee with a marketing plan. Any recommendations are appreciated.

The Committee discussed how well are **ILF communications**; the *Focus Newsletter, Indiana Libraries Journal, Website, ilfonling.org, social media, Facebook, twitter and direct emails* serving our members, what should be preserved, changed, reviewed?

It was quickly determined that the Committee had a wide variety of comments regarding the **Focus Newsletter** from never read to it should continue but change the format, to provide segments geared at smaller groups, such as Trustees or FOIL volunteers. Currently it is a struggle to get content, as the Editor Sean feels he is simply checking for grammatical/ spelling errors and to ensure that the submitted articles make sense. It was suggested that perhaps we use links to direct the reader to complete articles in the Focus instead of composing the 5-8 page all-inclusive newsletter.

**Indiana Libraries Journal** has value. More discussion planned for future meeting.

**ILF Website** has several issues; not user friendly, content too deep, not the first place most of us go for resources, the Committee feels a redesign should be part of the Strategic Plan in the near future.

**Social Media:** There seems to be an improved presence on Facebook, not much discussion regarding Twitter, other social media or direct mails. We are overwhelmed with emails, perhaps making them more specific.

The Publication Committee was officially combined with the Communication **Committee to become the ILF Communication/Publication Committee** though a unanimous consensus. The Committee would like to be engaged in the brainstorming, development, and review of the marketing plan.

The ILF Communication/Publication Committee would like to **recommend to the ILF Board** to adopt the *ALA Libraries Transform* campaign and materials for our messaging campaign, however, to customize it to be relative to Indiana, using embedded video with Indiana residents, sights of Indiana, etc.

Report respectfully submitted,

Diane Huerkamp, Board liaison for the ILF Communication/Publication Committee