

2012 Agendas and Meeting Notes of the Minnesota Library Association Communications Committee

Jump to...

March 6, 2012 agenda & meeting notes	2
May 3, 2012 agenda & meeting notes	5

March 6, 2012 agenda & meeting notes

Agenda

1. Introductions
 - a. Come prepared to say who you are, where you work/what you do, and something you like to do outside of the library world.
2. Overview of the Communications Committee
 - a. What have we done in the past
3. Overview of the guidelines we created last year
4. Goals for this year
5. Highlights of what needs to be done this year
6. Introduction of different subcommittees – social media, conference communications, website/logo redesign
7. Subcommittee assignments
 - a. Most of the work will be done in these subcommittees, so this is where we can have a discussion of who wants to be on what subcommittee and different things these subcommittees will do
8. Updates on how the Roundup has gone so far this year
9. Update on what was told to chairs/heads of subunits/roundtables at the Subunit Summit
10. Update on social media, including a discussion on some copyright issues
11. Moving forward
 - a. What our next steps will be
 - b. How often we think we may need to meet
 - c. How subcommittees can move forward

Meeting notes

Overview of the Communications Committee

LeAnn gave an overview of the Communications Committee and handed out guideline documents and password documents. Documents are created in Google Docs and LeAnn will add everyone's Google accounts to documents.

Goals for this year

1. Get information on our Communications Committee webpage on the MLA site. LeAnn is working on compiling past meeting summaries to be added, but these things will also be added:
 - a. What do we do – LeAnn will write up
 - b. Roster of names – LeAnn will supply
 - c. Links to guidelines – LeAnn will give links
 - d. Twitter roster of librarians – Social Media Subcommittee will look into this, potentially just linking to librarian list created in MLA Twitter account
 - e. Hashtag feed – Social Media Subcommittee and Kendra will look into this, particularly helpful for those include conference hashtag #mnlb12
 - f. Flickr badge – LeAnn will get Flickr badge info to Kendra to see if this could be embedded either on our site or MLA homepage
 - g. Information on ways to contact the MLA office – Kendra will include this information once we have these other things added
2. Create new subcommittees for conference communication and potential website

- refresh. More info below.
3. Explore potential other communication avenues. Things suggested:
 - a. Edit MLA Wikipedia page to include better information
 - b. Start Google + for MLA – LeAnn will look into starting it
 - c. Potential other things to start – Pinterest? Linked In?
 - d. We secured our YouTube channel, so are there videos that should be made to upload?
 - e. Look into Google Apps for MLA – recently suggested by the MLA Board that we look into this, so this will be discussed at our next meeting

Subcommittee assignments

Everyone is now assigned to work on a subcommittee. They are as follows, including some things they will be looking into:

Social Media Subcommittee: Amy, Jody, and Sara

They will continue to work with Twitter, Facebook, and Flickr, with the potential addition of Google + and other avenues. They have also suggested many ways to make social media stronger at the MLA conference this year like: Twitter handles for all keynote and presenters that could be scheduled to go out earlier; tiny URLs of presenter materials; better help getting photos during the conference to populate our Flickr and Facebook pages; better coverage for Twitter and Facebook during the conference. Conference Marketing Subcommittee will take these concerns to the conference planning group and work with Social Media Subcommittee on these things.

Website Refresh/Logo Subcommittee: Rebecca, Beth, Megan

Because the MLA site is switching to Drupal later in the year, it could be time for a website refresh and/or a logo redesign. This group will look at both of these things and come up with ideas they may have for this. What they come up with may be either a whole redesign, some ideas for simple changes, or they may decide on no changes needed. There is not a push to change the website, but this may be a good time to look at it. If they do decide that a whole website and logo redesign is needed, they need to write up a report as to the changes they want to happen, why the changes are needed, how they will benefit MLA, and they need to give a cost estimate for all changes. The report they write will go to the MLA Board for final approval. There is no deadline for this, so this subcommittee can work on these ideas throughout the year.

Conference Marketing Subcommittee: LeAnn, Jen, Jennifer

The Conference Planning Committee asked for people from the Communications Committee to help with marketing, so this committee will work with the conference planners on getting some marketing materials out about the conference. There is a long timeline of things that will need to be done that they will help with, including specific tasks assigned to them, which includes things like assisting in writing up promotional materials and the conference booklet. Kendra added everyone's Google accounts to these conference planning documents in case they may be helpful to everyone, not just those on this subcommittee. The Conference Planning Committee meets once a month and has all the meetings scheduled already. Everyone on this subcommittee is invited to attend those meetings, but if not everyone can make it whoever goes will fill the rest of them in on what they need to do. LeAnn is going through the conference planning documents and is making separate documents just about marketing so we can get a better picture of what needs to be done, and these will be shared with the rest of the subcommittee.

Roundup update

The MLA Roundup is a monthly newsletter-like collection of news and events in MLA. LeAnn puts together the Roundup by soliciting information from MLA subunit, committee, and roundtable chairs and then sends the information to Kendra to compile and send out. Roundup has been going well and continues to get submissions, but we could discuss other things we may want to include in the Roundup for the months where there isn't much there. Suggestion from last year was incorporating an MLA member spotlight.

Subunit Summit

LeAnn was asked to speak during the virtual Subunit Summit to highlight how this committee can help other subunits, committees, and roundtables with their communication. LeAnn highlighted the Roundup, Twitter, and Facebook, as well as populating our Flickr account when they have events or meetings. LeAnn also told them that listservs for subunits and roundtables have been gone for a year now but it's not the Communications Committee's job to create new communication channels for them. If they need some way to better communication to their members they need to explore that on their own and bring it to the MLA Board for approval. LeAnn also mentioned how they are responsible to add content to their own sections of the website so they should be in contact with the MLA Office for that.

Social Media update

Jody and Amy spoke for the Social Media Subcommittee and highlighted how they get information out via Twitter and Facebook by looking at the news section of the MLA website, the Roundup, and by posting additional non-MLA but library-related information. It has been going well and their follow Friday posts (#FF or #followfriday) are always well received. They are hoping for some more information upfront for the MLA conference this year, as outlined above. They are also still adding to their very extensive guidelines on how they do the social media for this subcommittee and it will be linked Communications Committee webpage on the MLA site. An additional thing they are adding to their guidelines – the procedures on how to delete social media accounts.

Moving forward

Subcommittees run on their own separate from the overall committee. LeAnn does not dictate what everyone on the subcommittee does or when they meet, so subcommittees were given time to meet and discuss how they wanted to move forward with the charges they were given. At each Communications Committee meeting the subcommittees will give reports on what they've been doing and solicit feedback.

May 3, 2012 agenda & meeting notes

Agenda

1. Quick hello – another quick round of who are you?
2. Reports from subcommittees – what have you been doing, what is coming up, what may you need from all of us, etc.
 - a. Social Media Subcommittee
 - b. Website Redesign Subcommittee
 - c. Conference Marketing Subcommittee
 - i. Conference program selection
3. Other updates
 - a. Roundup
 - b. Potential conference program w/ St. Kate's students
 - c. Communication Committee section of MLA website
 - d. Others?
4. Google Apps discussion
 - a. The MLA Board asked if we could potentially look at Google Apps as something MLA may way to buy.
5. Subcommittee work time
 - a. Time will be left at the end of the meeting for the subcommittees to meet and discuss anything they need to.

Meeting notes

Social Media Subcommittee update

- They may go to the MLA office to look through some of the photo archives to try to get some older MLA photos on our Facebook page and in the Flickr account
 - Kendra says they do have a photo archive and their scanner does scan in color.
- Flickr photos – make sure we put in the conference program that when people email photos to the account that we may then use them for advertising MLA events in the future.
- Discussion of a lunch tweetup at the conference.
 - This has further been discussed on the Conference Planning Committee and the tweetup won't happen at lunch but will be in the Connections Café.
- Pinterest – could we use it? Committee will continue to think about this as we move forward.

Website Redesign/Logo Subcommittee update

- They did some usability testing at ARLD Day and got some good feedback.
- They'd like to do more usability testing at the MLA conference
 - Need to follow-up with this and mention it at the next Conference Planning Committee meeting.
- Talk to MLA President to get subcommittee reimbursed for the software they purchased to do the usability testing - \$15.
- Logo – they wanted more info about how to go about doing this and talking to the board about it.

- Kendra will get an estimate from their preferred print vendor to replace all existing stationery with something printed in full color (to get a high-end estimate) and will inquire about additional costs to replace logo on other items.
- If subcommittee does think we need new website and logo, they need to come up with a report and estimates to bring to the MLA Board.

Conference Marketing Subcommittee update

- Kendra will give everyone access to the marketing folder for the MLA conference.
- This subcommittee is just getting off the ground and will be more active closer to the conference, especially with the conference program
 - When the conference program is to the stage where it needs to be edited, everyone on the committee may be asked to help with this.

Roundup update

- Suggested items for the Roundup: historical MLA facts/info.
 - This may be easy after the social media committee finds some interesting things in the MLA archives.

Conference program with St. Kate's students

- Some St. Kate's students submitted a proposal for the MLA Conference that included the Communications Committee. If proposal was accepted Jen Larson will work with them on.
 - Proposal has since been accepted.

Communication Committee website

- On the website is a description of the committee.
- Additional information includes meeting agendas & notes. LeAnn will work on getting them ready for the website and will give to Kendra.
- Continue to think about other things to add to the site as we move forward.

Google Apps discussion

- Ben Trapskin on the MLA Board asked if we would look into Google Apps, but the committee had the same reaction LeAnn did when Ben asked – we can't tell if Apps would work for MLA without knowing the communication needs of the other committees and subunits. LeAnn will suggest to Ben to ask the other committees what their needs are before deciding on a tool.