2011 Agendas and Meeting Notes of the Minnesota Library Association Communications Committee

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February 7, 2011 agenda & meeting notes

Agenda

1. Introductions – who you are, where you currently work & where you've worked in the past, etc.
2. Discussion of charge given to us by Robin Ewing, MLA President
3. Discussion of some items we want to focus on this year:
   a. Maintain presence on social media sites and creation of social media procedures/policies
   b. Monthly eblasts
   c. Assist with conference communications
   d. Content on MLA site – Members only content? Social media content? News feed? Eblast info?
   e. Assist with communications needs of other committees as needed
   f. Create procedures/policies for the Communications Committee
   g. Other possible things – Library Snapshot Day? MLA logo? Fact sheet about MLA?
4. Set up some smaller subcommittees to work on these different items.
5. Discussion of best way for us to communicate – Is it email? Something else?
6. Future meetings – in-person mixed with online?
7. Anything else?

Meeting notes

Work with Legislative Committee on communication needs
- LeAnn has talked to the chair of the Legislative Committee and how they are currently communicating is working but they may come to us in the future with more needs. When those needs arise we may need to form a little subcommittee to work with them.

Maintain social networks and develop policies/procedures
- We currently have multiple accounts on social networking sites (Facebook, Twitter, Flickr, etc.) so we developed a subcommittee to work on maintaining these sites and developing a set of guidelines/procedures for these sites. Jody Wurl, Amy Springer, and Sarah Ring will be our social networking subcommittee. The guidelines they'll work on will include things like possible topics to address on the sites and an investigation into all the sites to see where we should best focus our efforts.
- LeAnn Suchy will make a Google Form to gather information from other subcommittees and subunits on information that they have that can go out on our social networking sites. This Form will also be used to gather information for the eblasts. We will use the Google account previously set up for the committee for the Gmail and Google Docs account.

Library Snapshot Day
- Other committees, like the legislative committee, may want to have a Library Snapshot Day this year, which is basically when every library in the state takes some pictures of life in the library on a certain day. This is something we may hear more about later on.

Monthly eblasts to members
- The Communications Committee will sent out one monthly email blast to members, always around the beginning of the month. These eblasts will be similar to newsletters in that they'll be little updates on what MLA is working on. We will ask other committees and subunits to give us information to populate the eblast. LeAnn Suchy will create a Google Form to obtain information from other committees and subunits on what they would like to include in the eblast. LeAnn and Rebecca Ganzel will create the eblasts.

Conference communication
- At some point someone from the Communications Committee will be asked to help with conference communication. Gail Fackler said this is something she may be willing to help with later when we know more. We should hear from Robin Ewing soon on where we may assist with conference communication.

Create procedures/guidelines for the MLA Communications Committee
- We have not set up a subcommittee to work on this yet, but our goal by the end of the year is to have a set of guidelines that future Communications Committees may have when they get started. There is currently no set of guidelines for us, so this will be made from scratch. We will work on it on a wiki and LeAnn Suchy will create the wiki and add everyone to it so we can start populating ideas. LeAnn will also make a short video showing how to use the wiki in case anyone needs some help getting started.
- Our use of this wiki will also help us in determining if a wiki is a good thing that other committees can use to store their guidelines or documents, so we'll be investigating that as we go along.

Survey to members on communication needs
- We discussed the need to survey members to ask how they would like to receive communications from MLA. This will be one of our agenda items for our meeting in March.

Best way for us communicate
- We have decided that right now communication for this committee can be done via email. We will also have our wiki to collect all of our information, too. If we see the need for different communication methods in the future we can always adapt this.

Future meetings
- We will have another meeting in mid-March. A Doodle poll will go out soon to try to arrange the best day/time for that meeting. The March meeting, and future meetings, may have a mixture of in-person participants and virtual participants. We can use the MLA's GoToMeeting subscription to have committee members meet virtually if needed. We may have monthly meetings for a few months and then meet as needed after that.

March 25, 2011 agenda & meeting notes

Agenda

1. Any immediate questions for Kendra that you're wondering about?
2. MLA Roundup & social media content
   a. How's it going?
   b. Any suggestions for getting more info from committees/subunits?
   c. Ideas for additional things to include?
   d. Any other thoughts?
3. Social media guidelines/best practices
   a. I know this is something we'll work on throughout the year, but if there are any updates to share or questions about it we can discuss those.
4. Survey to members
   a. Do we want to survey the members and ask how they want to communicate with MLA or get communication from MLA?
   b. If so, how should we do this and when should we do this?
5. Update on communication for Legislative Committee & their new listserv
   a. Do we need a listserv for all of MLA that anyone can post to? – question in point, an email I received a day before an event asking me to send it out to the Children and Young People's Section of MLA
6. MLA Communications Committee webpage is blank, what should we fill it with?
   a. http://mnlibraryassociation.org/committees-subunits/communication-committee/
7. Conference communication discussion – will soon need one or two of us to be on their communication committee
8. MLA Communications Wiki – LeAnn still didn't make this, we need to get on her about it
   a. Any other thoughts about us collecting info this way?
9. Other additions

Meeting notes

MLA Roundup
- Changes to the Roundup will include:
  o Add a "Want to submit something to the Roundup" link at the bottom of all Roundups for any MLA member to submit something.
  o Add contact info on the Google Form submission so we can contact the person submitting the item if we need any more info from them.
  o Add suggested word count to Google Form submission – 200 words.
- Suggested changes for the future if we start getting a lot of information for the Roundup:
  o Break Roundup into categories – News, Events, etc.
  o Put small snippets of items in the Roundup and put the full item in the News section of the MLA website. In the Roundup link to the MLA News section for more details.
  o The Roundup doesn't have to be everything. We can pick and choose or we can decide to make multiple monthly updates on various topics.

Social media
- Social media subcommittee has been doing a great job getting the word out on Twitter and Facebook and they have scheduled it so that they take turns posting.
- Subcommittee has already started a Google Doc with their guidelines and it includes information on suggested time schedules, topics, etc. The Doc is a work in progress and they will continue working on it throughout the rest of the year.
- Using Hootsuite to post to multiple accounts isn't working the best for the subcommittee. Since there is already a Hootsuite account for the social media accounts we use, subcommittee members cannot add the social media accounts to their own Hootsuite account. This is a problem since it makes them log in and out of their own account and the MLA account multiple times throughout the day. Subcommittee will look at the cost of a pro account to see if that will help with the problem and will report back their findings at the next meeting, including the cost of this type of account.
- Subcommittee will investigate whether or not we will post a social media stream (like a Twitter stream) on the MLA website. It was suggested the stream may include some of the same info from the News section of the site, so subcommittee will investigate and bring their findings to the next meeting.

Survey to members
- We decided we do want to do a survey to MLA members asking about their communication needs. MLA has a SurveyMonkey account we can use. We will supply the questions and Kendra from Non-Profit Solutions will put the survey together.
- The survey information and link will go out via the different communications we currently use – Roundup, social media – but we'll also mail out postcards to members asking them to take the survey. On the postcards it will state that if someone cannot take the survey online that they can call the MLA Office to request a print copy.
- All committee members will come to the next meeting with at least one or two questions they think may be good questions for the survey. This will most likely result in duplications of questions, but that's okay. At the next meeting we will look at all the questions submitted and discuss which questions should make up the survey.
- Suggested first question to ask – Are you an MLA member? Another suggested question is that we make one of them fun and report those findings back to the membership.
- It was also suggested that we ask Sally Lederer, the chair of the Communications Committee last year, if she has anything to contribute in the way of questions. She had mentioned doing a survey last year on this same topic. Maybe also ask the Legislative Committee Chair if there is a legislative communications question to include.

Update on MLA Legislative Committee
- MLA Legislative Committee has been the committee that has most missed the committee listservs that were discontinued last year. They have decided to purchase their own listserv and add all members to the listserv to communicate legislative happenings to MLA members.
- Throughout the year we should think about – does all of MLA need a listserv that all members could post to or is the News section on the MLA site good enough? We'll

continue to think about this as time goes on.

Conference communication
- In the past it was said that when conference time comes around the Conference Committee may ask for one or two of the people on our committee to help with conference communications. This may not happen now, the Conference Committee may do communications on their own. If we're needed in the future we may be contacted.

Communications Committee wiki or Google Docs
- LeAnn never made the Communications Committee wiki. She first investigated the old wiki and finally got a response from the person in charge of it saying they didn't know the password anymore and the wiki may not even work anymore. But it was discussed whether or not we needed the wiki.
- Instead of working on the guidelines/best practices for this committee on a wiki, we decided we will use Google Docs. The social media subcommittee is using Google Docs and it works quite well, so LeAnn will make a Google Doc for the guidelines/best practices for the whole committee using the MLA Social Google account.
- The Communications Committee has a website on the MLA site: http://mnlibraryassociation.org/committees-subunits/communication-committee/. The website is empty, so it was decided that when we have our guidelines/best practices complete that we would link to them on this website.

Other things
- LeAnn will upload the user names and passwords for our social media accounts in the MLA Social Google Docs account and send the link out to all Communications Committee members.
- These meeting summaries will also be uploaded and stored in our Google Docs account. Summaries will also be given to Kendra so she can archive them.
- A Doodle poll will go out soon so we can plan our next meeting. It was suggested that we try to plan meetings on Mondays or Fridays since that works best for the member who is coming from the farthest away. LeAnn will send out the Doodle poll soon with Mondays and Fridays at the end of April and May and ask for member response. If Mondays and Fridays don't work we'll have to expand to include other days of the week.

Suggested topics to discuss at future meetings
- Use of the Flickr account.
- QR Codes.

May 16, 2011 agenda & meeting notes

Agenda

1. Discussion of communications survey to MLA members
   a. What questions should we ask? Everyone plan to bring a question with you that you think should be on the survey. Suggested first question from last meeting – Are you an MLA member?
2. By the end of meeting the goal is to have a draft survey ready.
   a. When should we send it out? When do we want responses by?
3. Are we sending out paper postcards with survey? This was discussed at last meeting.
4. Update on MLA Roundup
   a. What other content should we get when Roundup is light? Cartoons? Jokes? Library news? Suggestions?
5. Update from social media committee
   a. Will we put social media stream (like Twitter feeds) on MLA website?
   b. Cost of Hootsuite account – do we need to pay for it to make this work?
   c. Can we put an Add This box on the MLA website?
   d. Should we make use of QR Codes? If yes, what content would it link to?
6. Get everyone's Google account info for committee to add everyone to the guidelines being made for the committee.
7. Any other items as needed.

Meeting notes

Communications Survey
- Most of the meeting we spent mapping out what our survey questions will be.
- LeAnn worked with Kendra to put together the survey questions, language for the postcard, language for the email, language for the reminder email, and language for the website.
- The postcard should start reaching people by Saturday, June 10 or Monday, June 13. Email about the survey will go out on Monday, June 13. Reminder email will be sent on June 27.
- Results will be back by the beginning of July, just in time to discuss at our next meeting.

Roundup Eblast Update
- Discussion of what else we should put in the Roundup eblast if there isn't enough information, suggestions were:
  o Cartoons from Emily Lloyd's Shelf Check web comic may be included
  o Ask certain people for information about their subunit
  o Include some information about MLA's history
  o Have a spotlight on members
  o Ask fun survey questions – we can create an ongoing fun site on the MLA website that includes responses to these types of questions

Social media subcommittee update
- Determined they do not need MLA to pay for a separate Hootsuite account

- A Twitter feed will be placed on the left-hand side of the MLA website
  - It has since been placed there
- An Add This box will be placed on multiple different MLA websites
  - They have since been added
- The hashtag for the 2011 MLA Conference is: #mnlib11
- The subcommittee continues to work on their guidelines and have put the guidelines in the mlasocial Google Doc account

Communications Committee web page
- Short discussion of our Communications Committee web page on the MLA website – what should be there? Remind everyone to think about this before our next meeting so we can determine our next steps for our web page. Should the survey results be listed there? All the Roundups? Wrap ups of these meetings?

Communications Committee guidelines
- LeAnn will get Google accounts from everyone to add you all to the guidelines. Guidelines are bare bones at this point and at our next meeting we will discuss more of what should be on the guidelines and who wants to help put them together.

Things to discuss next time
- Survey results and what we will do with the survey results
- Communications Committee website
- Communications Committee guidelines

July 22, 2011 agenda & meeting notes

<u>Agenda</u>

1. Communication survey results
   a. Most of the time will be spent going over these
   b. Anything to act upon right away from suggestions?
2. Guidelines for committee
   a. How are they coming along?
3. Summary of how the Subunit Summit went – LeAnn & Robin
4. Roundup update
5. Social media update
6. Communications Committee website
7. Anything else?

<u>Meeting notes</u>

Communications survey results
- We spent the majority of the meeting going over the survey to gather some ideas. Some suggestions for what could be in the Roundup and on Twitter and Facebook can easily be done and there are some other suggestions for things we can look at and move forward with when there is time to implement. The question of when to repeat the survey was raised with the decision that the committee can revisit the idea again in a year to see if there needs to be another survey then or if waiting even longer would be good. Robin and LeAnn will write up a report to the MLA board about the survey and some things we're thinking about as we move forward.

Guidelines for the committee
- We looked a little bit at the bare bones guidelines to talk about what should be there and how we write it up. It was decided that LeAnn will break apart some of the sections, like having the Roundup have its own set of guidelines like social media and then have links to those guidelines in the overall guidelines for the committee. A couple weeks before the next meeting LeAnn will break apart the guidelines and make sure everyone is added to them and send them out. Committee members will then look at the guidelines and at the next meeting will be assigned sections of the guidelines they will work on producing.

MLA Subunit Summit
- Robin and LeAnn talked about what happened at the Subunit Summit when it came to communications discussions. Most everyone liked the Roundup and other channels we've been using, but there was some discussion about having communication channels from members to MLA and having more communications channels open for subunits themselves. Robin and LeAnn will write an email to the chairs of the subunits asking them what sort of communication they need in their subunit to see what they feel is lacking.

Roundup update
- Roundup has been going strong but we will be adding a new addition to the Roundup – a comic. Emily Lloyd writes the Shelf Check comic and one item from there will be at the bottom of the Roundup each month.

Social media update
- We briefly looked at the guideline they started to create and it looks like it's all coming along really well. More time next meeting will be to address what is in their guideline.

Communications Committee website
- This was tabled to discuss at the next meeting since we ran out of time.

Information for next time
- At the next meeting we will discuss the Communications Committee website and what we want to put on there. We will also discuss what to do with our Flickr account for the conference – how are people going to get their photos to us so we can add them to Flickr? We will also talk about the overall guidelines for the committee and members will be assigned to write guidelines for certain sections. More information will be added to the agenda the closer we get to the next meeting.

Agenda

1. Guidelines for the Committee
   a. We'll take a look at the bare bones guidelines for the overall committee and talk about what needs to be included and who is willing to help write which sections. LeAnn will break apart some sections (like a separate guideline for Roundup) and add everyone to those before Friday's meeting. If anyone is still not added by Friday's meeting we can do so that day, too.
2. MLA Conference items
   a. PHOTOS: How are we going to handle photos and our Flickr site? How will photographer volunteers get photos to us? Is DropItToMe not going to work? What other options do we have? What sort of guidelines or info do we want to share with those who volunteer to take photographs?
   b. TWITTERERS: What do we want Twitterers to do? Will they have access to our account or are we asking for them to just tweet a lot with the hashtag? What sort of guidelines or info do we want to share with those who volunteer to tweet?
3. Communications Committee website
   a. What should be included on our website? Do we have ideas for how we'd like to utilize the space?
4. Social media update
   a. Update on how things are going, but also any additional discussion about the MLA conference and how things will be sent out during it or if we need more people to monitor Twitter/FB, etc.
5. Roundup update
6. Other things as needed

Meeting notes

The majority of the meeting was spent talking about conference communications, so some other things were tabled for next time.

Twitter
- Social media subcommittee has been spreading the word about conference happenings on Twitter and will continue to do so throughout the conference.
- They are not tied to Twitter, but when they have a chance to check it they may add some more tweets and they will see if people are asking questions of the Twitter feed and respond accordingly.
- There are also a few people who signed up to be Twitter volunteers at the conference. They will not have access to the @mnlibraries Twitter account but they will tweet from their own account with the hashtag #mnlib11 and we will acknowledge their tweeting efforts via the @mnlibraries account.

Facebook
- The social media committee will at monitor Facebook every so often to see if people are asking questions about the conference there and respond accordingly. Any photos we take will be in Flickr but some may be added to Facebook.

Flickr

- A big portion of the meeting was spent trying to figure out how we'll get conference participants photos into the MLA Flickr account. We figured out how to set up an email address via Flickr that allows people to email photos to the Flickr account. Flickr creates the email address, so the one we got was steps17easy@photos.flickr.com. People can just email a photo to that email address and the subject line of their email will be the photo title, the body of the email will be the photo description, and we are asking that they put their name in the body of the email, too. If they attach more than one photo to the same email all of those photos will have the same title and description. All of this information will be in the MLA conference program.
- LeAnn will monitor the Flickr account throughout the conference to watch for any incoming photos that may be inappropriate and will also make sure to move incoming photos into the 2011 conference set that is in the Flickr account.
- Kendra worked hard to set up a Flickr slideshow that would pull in pictures from the conference. She had to search all over in Flickr and try using some different apps to get everything figured out and she finally got it set up for us. All incoming photos emailed to the account will have a certain tag attached to them and Kendra set it up so that photos with that tag will automatically get added to a slideshow that she will put on the MLA website.
- As for photograph volunteers, there were two, but both have since backed out, so we do not have anyone who has specifically said they would volunteer to take photos.
- LeAnn will be taking photos throughout the conference and adding them to the Flickr account, but everyone on the committee is urged to do so. Take photos and either log in to the Flickr account and upload them, or email them to the steps17easy email address. Make sure to add them to the 2011 MLA Annual Conference set and to add these two tags to them: mnlib11 and "2011 MLA Annual Conference" (include these quotes around the tag when adding it).

December 12, 2011 agenda & meeting notes

Agenda

This will just be a wrap-up of the year, things that did and didn't work, conference communication suggestions for next year, and a final look at the Communications Committee Guidelines.

Meeting notes

Suggestions for conference communications
- Schedule tweets ahead of time that announce certain things that will be happening at the conference, including getting a list of award winners and things like that so they can be scheduled on Twitter.
- Get Twitter handles of keynotes and attendees. Print keynote Twitter handles in the program and put attendee Twitter handles on their badges.
- Set up a program that will archive tweets with the conference hashtag.
- Can we have a Twitter wall at the conference showing all the tweets with the conference hashtag?
- Work on a better way to get photos into the Flickr site.
- Use the slideshow feature in Flickr and have photos from the conference showing on the screen during lunches or other times where there is not a keynote.
- Upload photos into Facebook, but not all photos, those should all be in the Flickr site.
- Try to get photos of past presidents, chairs, etc., to recognize them on the Flickr account.

Committee guidelines
- Guidelines are complete, but it was decided that we will keep them in the Google Docs account and continue to add to them as the year goes on.
- Guidelines will be shared with the in-coming committee and analyzed again throughout the year.