Agenda for 07/08/15:

1. Fall Event Ideas
2. Whiteboard Ideas

Action Items:

Katie:
1. Put next meeting on the calendar for Tuesday, July 14th at 3:00.

Kaylie:
1. Send Natalie the data on social media.
2. Think of events that could bring in CHS or SSB.
3. Think of ideas for the Halloween Party.

Natalie:
1. Review social media data compiled by Kaylie.
2. Think of events that could bring in CHS or SSB.
3. Think of ideas for the Halloween Party.

Discussion:

1) Fall Event Ideas
   a) The budget for this is about $150.
      i) Partnering with other departments can increase the available budget and help target specific majors.
         1) Screening the Imitation Game could attract Math and Computer Science students but purchasing the rights would break the budget.
         2) We could partner with EHS or Biology for an event that coincides with the Water Exhibit.
   b) Halloween Party
      i) Should happen on a Tuesday or Thursday because those are the busiest days. Trick or Treat night will probably be on Saturday the 31st this year which means we may get a better turn out than last year.
      ii) In previous years the library has hosted movie screenings. The main challenge is finding a movie in the public domain.
      iii) We could have a fortune teller like last year.
      iv) Last year people really liked the coloring activity so we should do that again.
      v) The coffin we borrowed from Criswell’s may not be available this year. In that case we can make a coffin.
   c) Welcome Week
      i) We could hand out “survival kits” for different majors
ii) In the past this event has been cancelled or there hasn’t been enough notice for the library to participate.

d) Special Collections Open House
   i) This is risky because materials could be damaged or lost.
   ii) We could keep the archives closed but bring select items out for viewing.
   iii) May be better as a digital event or feature in the newsletter.

   e) Open Mic Night
   i) May be a good way to partner with the Communications department.
   ii) Even if turn out is low, this could send the message that the library is a good place to hang out.

   f) Book Signing
   i) No books are coming out that we know of but this may change as we get closer to fall semester.

2) Whiteboard Ideas
   a) We could make it Jurassic World or Indiana Jones themed.
   b) It could advertise the new LibChat service starting in fall.
   c) It could advertise the DVDs. Many students don’t realize the library has DVDs.

3) Social Media
   a) Katie plans to propose a library Facebook page to the librarians. Facebook could be integral to the marketing of events.
      i) A digital Special Collections exhibit could go on the library’s Facebook page.
      ii) We could post historical trivia to the page that would encourage people to visit Special Collections.

   b) The Paws for Thought event went viral on social media. Students at other universities were posting and tweeting their interest in this event.
      i) This was the most well-attended library event (not including events the library hosts for other groups) with 120 people showing up throughout the day.
Agenda for 07/14/15:

1. Social Media

Discussion:

1) Fall Event Ideas
   a) Research symposiums – Students can participate.
   b) Program recruitments
   c) Experiment show (sciences)
      i) Have people participate in experiments?
      ii) Could call it “the magic/wonder/powers of science” (or similar wording)
      iii) Could be a science experiment exhibit instead?
   d) General science exhibits
      i) Displays of animal bones, old nursing artifacts, etc.
   e) “Back to School” bash
      i) Hold every semester or every year (in August)?
   f) Board game party

2) Halloween Party
   a) Games and activities
      i) Guess how many pieces of candy are in a jar
         (1) People write their guesses and phone numbers on slips of paper
            (a) Phone numbers may make contacting people a little easier.
            (i) People respond more easily to phone calls than emails.
         (2) Winner wins entire jar of candy.
            (a) Or special coupons or discounts at ECU businesses like the Wellness Center,
               bookstore, cafeteria, etc.?
            (b) Or special discount on coffee in library?
      ii) Have Natalie’s brother come back for psychic readings.
      iii) Bowling with pumpkin gourds
         (1) Don’t have to paint the gourds or the pumpkin to knock them down with
         (2) Rig up a couple of bowling lanes?
      iv) Mystery Book Graveyard
         (1) Cover books so their titles are hidden.
         (2) Set them up around the 2nd floor like a graveyard.
         (3) Have guests guess what the book is and write the title on the cover.
         (4) Maybe write clues on the covers.
         (5) Winners get prizes.
   b) Crafts
      i) Pumpkin Decorating Craft Kit
         (1) Use small pumpkins to decorate
            (a) Alternatively, purchase a smaller pumpkin face craft kit.
            (b) Use washable markers to color pumpkins.
ii) Black Spider Craft Kit
iii) Owl Suncatchers
iv) Trick-Or-Treat! Doorknob Hangers
v) If using a coffin for photos, try calling a funeral home at least 1 month in advance.
   (1) Alternatively, make a cardboard coffin at least a few weeks in advance.
vi) Frosted Fallen Leaves Ornament for Autumn Craft
   (1) Use plastic ball ornaments instead of glass ones.
vii) Jack-o-lanterns made of empty jars and bottles with orange tissue paper glued on the outside.
   (1) Candles can be placed on the inside so they glow.

3) Social Media
   a) Other libraries have had good turnout on Pinterest, Tumblr and Instagram.
   b) Most of our patrons, however, use Facebook.
      i) Facebook has auto-generated a Facebook page for Linscheid Library and patrons have complained that it’s missing information.
      ii) Many patrons use Twitter but this is a very conversational medium and would need frequent updating to maintain interest.
   c) Many library Facebook pages end up as a hub for conversation and interaction with other libraries but this discourages patrons from participating.
   d) Patron preference for Facebook is based on informal observation.
   e) A poll on Blackboard could ask students what their preferred social media site is.
      i) Offer prizes to every 100 students
   f) Late afternoon and evening posts to Facebook got the most traffic.
   g) It would be a good idea to lock the Facebook page so that patrons cannot make posts.
   h) Regular posting would be necessary to keep people visiting the page.
      i) Katie and Kaylie would develop a plan for posting.
      ii) The more “likes” and “shares” a page gets, the higher up it will appear in feeds.
      iii) Paid advertising is unnecessary.
   i) Start with Facebook and see how successful it is before expanding to other social media platforms.