Outreach Committee Minutes from August 1, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick

Agenda for 08-01-17:
1. Purpose of Outreach Committee (5 min)
2. Howdy Fair (10 min)
3. Banned Books Week (30 min)
4. Newsletter (30 min)
5. UC Posters (10 min)
6. Prepare next week’s agenda (5 min)

Future:
1. 20th Anniversary Party
2. Halloween Party
3. Social Media Plan

Action Items:
Marla
• Move next meeting time to 1 pm (8-1)
• Ask Miles if any students are available for the Howdy Fair (8-9)
• Ask the Office of Campus Involvement about including events in their social media and weekly bulletin posts (8-11)
• Talk to Dana about Paper Airplane activity, changing newsletter to blog (8-29)
• Look for log in information for the library’s WordPress account (8-29)
• Ask Communications and Marketing about any rules for blogging (8-29)
• Ask Jolene if she knows any businesses that would be willing to be a location on the Banned Books Week Scavenger Hunt (8-29)

Trevor
• Ask Caleb (maybe Garrett) if he’s available for the Howdy Fair (8-9)

Discussion:
Howdy Fair
• August 14 from 10 a.m. – 1 p.m.
• Marla signed up for booth but will be on reference that whole time.
  o Students could cover part of that time.
  o Marla could look at Miles’ schedule for available students.
  o Trevor thinks that Caleb or Garrett would be good at it.
    ▪ Garrett only works afternoons and evenings though.
• Casey looked into freebies to give out.
• Ideas for activities:
  o Trivia questions like at the student appreciation parties
  o Scenario game
  o Tabletop toss game
    ▪ May not be enough room
  o Beer pong-like game
  o Ball and cup game
    ▪ Could be on a map of the library
  o Marla may look at Pinterest for more ideas for Howdy Fair booth activities.

Banned Books Week
• Everyone went over outline and budget handout for Banned Books Week activities.
• Applied for grant, but didn’t get it
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- Still can do most activities since they are free
- **Scavenger Hunt**
  - Need to come up with four locations & clues.
    - One location is already set and just needs a clue. The set location is both the Ada Public Library and Linscheid Library. The clue will refer to a book that both libraries have and participants can go to either library to find it.
  - Come up with locations first, then clues
  - Linscheid Library will come up with clues and let the public library know what they are.
  - Ideas for locations and clues:
    - One of the coffee shops
      - Perfect Blend or Hot Shots
    - OKA Institute
      - Do something about the Lorax.
    - Physical and Environmental Science Center
      - Biology department
      - Animal Farm
    - Art Department
      - Persepolis
    - Tree on campus
      - To Kill a Mockingbird
    - Fire Department
      - Fahrenheit 451
      - They may not be OK with it.
    - Banks
    - Post Office
    - Other locations on campus
  - Choose books that have some diversity to them.
  - Assign people to come up with clues.
  - Ask Calantha for ideas.
    - She is the book/English expert.

**Newsletter and Blog**

- More student-generated content
- Can work with English Department
  - Dr. Walling has said he would like to expand Originals.
- Could re-start the library blog instead of creating a newsletter
  - Easier to keep track of
  - More interactive
    - People can post comments.
  - More up-to-date information
  - Could have editors
  - Have to go through Communications and Marketing
  - Use Facebook as a way to link to the blog.
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- Make Buzzfeed-like lists on the blogs.
  - Example: “6 Reasons Why You Should Use the Library”
- Marla could look into options for measuring and tracking views.
- Would have to define a scope for student submissions
- Shorter content: Facebook
- Longer content: Blog
- Could create a Sarahah account
  - Allows people to post anonymous or humorous content
  - Can delete inappropriate comments easily
  - May only need to use it for a short period of time since it is an Internet fad

Small Events Related to Monthly Display Themes

- August
  - Aviation theme because of National Aviation Day – August 19
  - Paper airplane day activity
    - Use instructions from origami books to make paper airplanes.
- Talk to different departments on campus about helping promote monthly display themes in the library.
- Set out materials and let students do the activity on their own.
  - Minimal effort on library’s part
  - 2nd Floor is a good spot for these smaller events.

Next Meeting: August 29, 2017
Agenda for 08-29-17:

1. Action Items (5 min)                        Future:
2. Updates from Last Meeting (10 min)         1. Halloween Party
3. Clues for Scavenger Hunt (30 min)          2. Banned Books Week
4. Social Media Plan (30 min)                  
5. Anniversary Party Brainstorming (10 min)   
6. Prepare next week’s agenda (5 min)         

Action Items:

Everyone-
- Come up with at least 3 scavenger hunt clues and email to the group (9/12)

Marla –
- Work with WordPress to get Admin access to library’s WordPress blog (9/12)
- Talk to Communication Department about ECU Voices (9/12)
- Discuss Real News ideas with Kaylie (9/12)
- Talk to Taryn Chubb and Art Club about TALKS interviews (9/12)
- Talk to the Oka’ Institute, Mojo’s and The Cave about hiding scavenger hunt clues there (9/12)
- Ask Dana about making a LibApps account for someone in Communications and Marketing to be an admin on the blog (9/12)

Kaylie –
- Discuss Real News ideas with Marla (9/12)

Trevor –
- Email Marla list of tree locations for Scavenger Hunt (9/12)
Outreach Committee Minutes from August 29, 2017
Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor

Discussion:

- **Updates from Last Meeting**
  - Jolene hasn’t gotten back with Marla yet on locations for the scavenger hunt
  - LibGuides has a blogging feature
    - Could use that instead of a newsletter
    - Delete WordPress account?
    - Have to make Communications and Marketing a LibGuides account

- **Clues for Scavenger Hunt**
  - Casey suggested contacting other departments on campus to use locations for clues
    - She also had the idea of everyone coming up with clues and then picking the best ones
  - Marla suggested directing patrons to locations rather than specific books and Googling scavenger hunt clue samples
  - Ideas for locations and clues:
    - Comic book store
      - The Cave
        - Persepolis, Maus, The Color of Earth, Saga, Fable
        - Might be easier to use Fable for Cave location
        - Clue could be something like: “Read your comic underground” or “Read your comic in the dark”
        - Could use street name the comic store is on as part of the clue
        - Patrick called Sam and Marla asked him if the Cave could be used as a location for the Scavenger Hunt
          - Sam said it would be fine, but ask owner for permission
    - Coffee shop
      - Hot Shots, Perfect Blend, Mojo Café on 12th St.
        - Mojo is Marla’s first choice because of unique name
        - Eleanor & Park
    - Random campus tree
      - Clue about location of tree
        - To Kill a Mockingbird
    - Oka’ Institute
      - The Lorax
    - Public Library and Linscheid Library
      - Fahrenheit 451
      - Explicitly state that they can go to either library, the clue would just point to the specific book

- **Social Media Plan**
  - Kaylie created a content calendar
  - Plan is to expand who can make posts
  - Ideas for Content
Outreach Committee Minutes from August 29, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor

- Monthly displays
  - 1-2 posts per month
- Recurring Posts
  - Real News instead of Fake News
    - Fact-checking, like Snopes
- Focus on library events or advertise other campus events as well?
  - Reach out to original posters about campus/community events
- Highlight specific services
  - Get students involved
    - ECU Voices
      - Communication Department
      - How students use services
- ECU Unique
  - Special Collections/Archives
- Stump the Librarian
  - Facebook Live
  - Students asks questions, librarians show how to find information they need
    - Put table tents on library tables
      - Students can work on this
    - Add to Content Calendar:
      - Pogue Art Gallery Exhibits
      - Greek Week in March - ask if the Greek Honor Societies want to do an Academic Challenge in the library
      - Spotlight student research projects
      - Promote the National Conference for Undergraduate Research at UCO in April
    - Marla will meet with campus organization presidents on Thursday
      - Banned Books Week talk event will be one of the topics discussed
    - If anyone has other social media ideas, they can email Marla.

- **Anniversary Party Brainstorming**
  - Will celebrate 20th anniversary of the library building
  - 90s theme
  - Birthday cake
  - Games
  - Encourage people to dress up in 90s clothes
    - Costume contest
  - Pictures from the 90s from the Archive on black dividers
  - Library memories
    - Might be best to make event simple

Next Meeting: September 12, 2017
Outreach Committee Minutes from September 12, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor, Calantha

Agenda for 09-12-17:
1. Action Items (5 min)  
2. Updates from Last Meeting (10 min)  
3. Banned Books Week (20 min)  
4. Anniversary Party (20 min)  
5. Halloween Party (20 min)  
6. Spring events brainstorm (10 min)  
7. Prepare next week’s agenda (5 min)

Future:
1. Halloween Party  
2. Anniversary Party  
3. Blog

Action Items:
Marla –
- **Talk to Communications about ECU Voices (9/12)**
- **Send Jolene information about the scavenger hunt (9/20)**
- **Send press release to Office of Communications and Marketing (9/15)**
- **Email Dr. Walling about pre-Originals event in the fall (10/10)**
- **Finish last details for Banned Books Week (9/22)**

Kaylie/Jesilee –
- **Try to find extension cord for read out event (9/20)**
- **Look for popsicle sticks to attach to photo booth props (9/20)**
- **Finish last details for Banned Books Week (9/22)**

Casey –
- **Talk to Taryn Chubb and Art Club about promoting the Pogue Gallery exhibits, maybe with interviews with the artists (10/10)**

Calantha –
- **Contact President of PRIDE about speaking at talk event (9/15)**

Taylor –
- **Create “Finish This Comic” templates for each library (9/21)**

Trevor –
- **Hang scavenger hunt book covers each day and pick up the book cover holder from the previous day (9/25-29)**
Outreach Committee Minutes from September 12, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor, Calantha

Discussion:

• Action Items
  o Library’s old WordPress blog exists forever
    ▪ WordPress said no to getting Admin access
  o Marla still hasn’t talked to Taryn Chubb/Art Club
    ▪ Casey will do it instead
    ▪ Does the Pogue Gallery have a Facebook page?

• Updates from Last Meeting
  o Some people came up with some scavenger hunt clues
    ▪ Marla and Casey thought up of poems for clues
    ▪ Kaylie thought of short, one-sentence clues
  o Marla talked to Mojo’s, but she still needs to follow up with Sam about the Cave
  o Last minute duties for Banned Books Week
  o Dana is fine with setting up a blog on LibGuides instead of newsletter
    ▪ Calantha will help set up an account
    ▪ Need to discuss first blog post
  o Dana wants library snapshot of annual reports in the form of an infographic

• Banned Books Week
  o Marla met with Jolene about Banned Books Week
    ▪ Lorax showing moved to Saturday, September 30
  o Speakers for talk event
    ▪ Jolene
    ▪ Errol King
    ▪ Someone from the Ada News
  o Marla emailed Christine Pappas about speaking at talk event or read out
  o No one actually signed up for read out event
    ▪ Need more people for read out than talk event
      ▪ About 11 people
    ▪ Each person reads for about 10 minutes
    ▪ Calantha has a poem she can read at read out
    ▪ Try to find extension cord to plug PA system into
  o Trevor will distribute and pick up clues
    ▪ Kaylie could be the backup person to do this
  o Create Your Own Comic activity
    ▪ Display comics and information about them
    ▪ “Finish This Comic”
      ▪ Create templates for each library
  o Photo Booth Props
    ▪ Kaylie sent photo booth prop images to Media Services for printing

• Anniversary Party
  o Shyanna working on interactive 90s timeline
  o 90s costume contest
  o Cake
  o Kaylie will make promotional materials for party
Outreach Committee Minutes from September 12, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor, Calantha

- October 23 from 11:00 a.m. – 1:00 p.m.
  - **Halloween Party**
    - Harry Potter theme
    - Brainstorm activities
      - House contest
      - Paper balls through Quidditch hoops
      - Make wizard hats out of newspapers
      - Potion making station with juices
    - Set a date
      - 5:00 – 7:00 p.m.
  - **Spring Event Ideas**
    - Do something for Black History Month
    - Have faculty teach Adulting 101 classes
    - Board Game Day
      - Tie this with International Tabletop Game Day in April?
    - Conference for Undergraduate Research
      - At UCO next spring
      - Marla will make posts around the time students can make submissions for conference

Next Meeting: TBA
Outreach Committee Minutes from September 26, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor, Calantha

Agenda for 09-26-17:

1. Action Items (5 min)  
2. Anniversary Party (10 min)  
3. Halloween Party (30 min)  
4. Blog (20 min)  
5. UC Posters & shelf talkers (20 min)  
6. Prepare next week’s agenda (5 min)

Future:

1. Details for Halloween Party  
2. Spring Events

Action Items:

Marla –

- Send email of shelf talkers to everyone (10/10)
- Send email to Reference Desk staff about distributing Banned Books Week prizes (10/10)
- Add Originals submission deadline to Content Calendar (10/10)
- Talk to FCS about being judges for the Anniversary Party Costume Contest (10/10)
- Talk to Dana and Dia about speaking at the Anniversary Party (10/10)
- Let Zeta Tau Alpha know the details about the Halloween Party (10/10)
- Make proposal for Halloween Party and Anniversary Party to send to LLAF (10/10)
- Email staff about Taste of Ada (10/10)

Kaylie/Marla –

- Map out the layout for the Halloween Party (10/10)

Casey/Trevor –

- Get with Garrett about creating Quidditch setup (10/10)

Patrick –

- Ask Delaney if NASA would like to have event in the library for National Native American Heritage Month (10/10)
Outreach Committee Minutes from September 26, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor, Calantha

Discussion:

- **Action Items**
  - Marla showed what the shelf talkers look like
    - Shelf talkers will point people towards digital resources
    - Shyanna created shelf talkers
    - Shelf talkers will be attached with clear glue dots
  - Move scavenger hunt bags to Reference Desk instead of Circulation Desk
  - T-shirts
    - Start in January, continue through early spring
    - Student assistants should not show their designs to their supervisors since the supervisors will be voting on the designs

- **Anniversary Party**
  - Ideas for Speakers:
    - Dana
      - How the library has changed in 20 years
    - Students
      - Dia - How the library helps her be successful
    - Alumni
  - Interactive timeline
  - Costume contest at 12:30
    - Need judges for costume contest
      - Ask FCS students if they would like to judge
  - Kaylie can look for pictures of 90s fashions to include on flyers

- **Halloween Party**
  - October 31
  - Time changed to 4:00 – 6:00 p.m.
  - Location: 2nd floor atrium
  - Zeta Tau Alpha offered to volunteer at the party
    - 10-15 people
    - They have helped with past Halloween parties
  - Activity ideas:
    - Paper owl zipline
    - Making hats
    - Potions table
    - Quidditch game
      - Rings made out of cardboard, balls out of wadded paper. Need some way to put up the rings.
  - Décor ideas:
    - Large paper silhouette of castle
    - Platform 9 and ¾
    - Use existing arrow signs and have one that points to Diagonally
  - Punch, cookies and candy
    - Name the punch? Send list of things that need a name to go with the theme to Casey and Calantha.
Outreach Committee Minutes from September 26, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor, Calantha

- Sorting Hat
  - Calantha can be in character and “sort” people into houses.
- Harry Potter trivia questions
  - Casey already has some
  - Could go on owl zipline
- Have Garrett create silhouette of Hogwarts castle and Quidditch poles

- Blog
  - Introducing new librarians/staff
  - Art Exhibits
    - Jessica- Senior Exhibit
    - How has the library impacted you as a student?
  - Interviews
    - Student assistants
    - Their work experience in the library
  - Event Promotions
    - Have clubs promote their own events the library is hosting through the blog
- Research faculty is doing
- Conference for Undergraduate Research
- Post every two weeks

- UC Posters
  - Brainstorm slogans and what pictures could go with them
  - A Place to . . .
    - Study- Group Study Rooms
    - Belong- Coffee, student assistants
    - Relax- Quaid Lounge
    - Read- student reading
    - Hang Out- lounge areas
    - Research- student on computer
    - Save Money- Media Services
    - Listen- student with headphones or at the Music Listening Library
    - Learn- student using computer or books
    - Ask- student and staff at Reference Desk
    - Collaborate- Collaborative Spaces
    - Work- student assistants
    - Create- student drawing, coloring, etc.
    - Explore- student in Special Collections

Next Meeting: October 10, 2017
Outreach Committee Minutes from October 10, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee

Agenda for 10-10-17:
1. Action Items (5 min)
2. Banned Books Week Recap (5 min)
3. Halloween Party (10 min)
4. Blog (30 min)
5. General Marketing (20 min)
6. Spring events (20 min)

Action Items:
Everyone –
   • Brainstorm ideas for a National Library Week event (10/24)
Casey –
   • Figure out where to put owl zipline (10/24)
   • Make a list of trivia questions (10/24)
Marla –
   • Follow up with Dia about speaking at the Anniversary Party (10/13)
   • Email NASA to tell them that November 28 would not be a good date for their event
   • Double-check with Dana about table tents (10/24)
   • Bring ideas for National Library Week and Geek Week events (10/24)
Patrick –
   • Go to Oka’ student research event and ask students if he can take pictures of them and have them posted to library blog (10/24)
Marla and Kaylie –
   • Make agenda for next meeting (10/24)
Outreach Committee Minutes from October 10, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee

Discussion:

- **Action Items**
  - Marla still needs to follow up with Dia
  - NASA emailed Marla idea for event
    - Panel discussion with first members of club
    - NASA wants the event to be on November 28
      - This is not a good date for an event since it is during Dead Week
  - Marla won’t be able to work with Communications on ECU Voices this semester
    - Instead, she will work with student workers to do short how-to or “What I can help you with at the library” videos on Facebook Live

- **Banned Books Week Re-cap**
  - Let the Honors program and all faculty know about events and see if they could incentivize student attendance
  - Ask Office of Campus Involvement if it could be a PAWS event
  - Expand flyer distribution to include coffee shops, etc.
  - Walmart usually gives student organizations $50 to spend each semester. We could see if we could buy a more exciting prize with that money.
  - See if local business would sponsor an exciting prize.
  - Post the events to What’s Happening Ada group on Facebook

- **Halloween Party**
  - Everyone can wear Harry Potter costumes if they would like
    - Faculty and staff can wear old graduation gowns
  - Anyone want to stay at a particular station?
    - Casey – Send owl through zipline
    - Patrick – Help with Quidditch
  - Projects students are working on
    - Jesilee – Make decorations and Hogwarts castle
      - Castle can be made out of thin cardboard
    - Garrett – Make Quidditch hoops
    - Tiffany – Make brick wall
  - Casey found an image of an owl that can be used for the zipline

- **Blog**
  - Blog technically is live but can only be found if you know the exact URL
    - Blog URL: ecok.libguides.com/blog
  - People can subscribe to blog and get email notifications
  - Create rotating image with link to blog
  - Kaylie and Marla wrote two posts for the blog
    - Kaylie: Introductory post and information about the library’s newest full-time employees
Outreach Committee Minutes from October 10, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee

- Marla’s post: Dr. Tessman’s research about how post-9/11 immigration laws affected Mexican immigrants and their American-born children’s ability to attend school
  - Includes takeaway and infographic
    - Could add “If you would like your research to be featured . . .” at the end of every post
    - Can put subject tags in blog posts
    - Should send out drafts of posts before publishing to all the librarians and Dana
      - Log in required to view drafts
    - Shyanna gave Casey a flash drive with images from Ada Evening News to put on blog when the microfilms are ready

- General Marketing
  - Infographic bookmarks
    - Put them at Reference Desk
    - Dana wants them given to new faculty in the spring
    - Use color printer in Media Services next time for better quality
    - Orange background makes some text hard to read
    - Next year’s library snapshot will be designed with bookmark printing in mind
  - Table tents
    - Samples of three different sizes
    - If using same text and images from the shelf-talkers, break up text boxes to make them more eye-catching
    - Promote the following databases on the table tents:
      - CQ Researcher
      - New York Times
      - Gale Primary Sources
      - ACS
      - Infobase Videos
      - Flipster: Start in January
  - Marla wants to use more photos and videos in marketing
    - Try Stump the Librarian
      - As soon as IT can get the free Facebook Live screen sharing software installed
      - Facebook prioritizes live videos

- Spring Events Brainstorm
  - Marla talked to Dr. Tessman about the Adulting 101 event idea
    - Dr. Tessman was already thinking about proposing a series of Adulting 101 classes as a retention project
    - Maybe have one session in the library
      - Where to find reliable information on _________?
    - If her proposal does not go through, we could do the original idea of having a one-time event in the library with skills taught by FCS and
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Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee

students in other departments. For example, how to sew a button, how to keep track of your finances, etc.

- International Tabletop Day
  - Play tabletop games
  - Possibly include a speaker or information about incorporating gaming into different disciplines

- Research Bootcamp
  - For people who need motivation to get started on assignments
  - Could do it during Dead Week
  - Provide a space to come with librarians on hand
    - One librarian on Reference, another one in designated space

- National Library Week
  - Display about values libraries protect (on black dividers)
    - Privacy
    - Intellectual freedom
    - Cultural preservation
    - Equal access
  - Customer appreciation
    - Giveaways – coffee cards, copy cards
  - Images of cool, unusual libraries (on black dividers)
  - Human library
    - Planning guides available
    - Could submit proposal for funding to the Cultural Activities Committee (and host it in 2018/2019)

- Geek Week

- Open Access Week (actually in October)
  - Facebook post
  - Google Scholar
  - Interactive displays

Next Meeting: October 24, 2017
Outreach Committee Minutes from October 24, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor, Calantha

Agenda for 10-24-17:
1. Action Items (5 min)
2. Halloween Party (5 min)
3. Facebook Live videos (10 min)
4. Spring events (60 min)

Agenda for 11-7-17
1. Action Items (5 min)
2. Halloween Party re-cap (15 min)
3. Human Library & Adulting 101 event updates (20 min)
4. Finalize plans for National Library Week event (20 min)
5. Semester re-cap and set future goals (30 min)

Action Items:

Marla –
- Figure out third party software for Facebook Live videos (11/7)
- Contact potential partners for Human Library event and write proposal for Cultural Activities Committee (11/7)
- Ask Tiffany in Collection Services if she would like to participate in Facebook Live video (11/7)
- Make agenda for next meeting (11/7)

Patrick –
- Ask student assistants if they want to participate in Facebook Live videos (11/7)
Outreach Committee Minutes from October 24, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor, Calantha

Discussion:

- **Action Items**
  - NASA will have a meeting this week to decide when the Native American event will be

- **Halloween Party**
  - Casey and her student assistants have taken on a lot of projects for the Halloween Party
  - Jesilee is currently working on the castle
    - Need more cardboard for the castle
  - Setup around 2 p.m.
    - Zeta Tau Alpha will arrive at around 3:30 p.m.
    - Ladder is in 3rd floor closet if anyone needs it
    - Not a lot of furniture to set up
    - Balloons need to be blown up

- **Facebook Live Videos**
  - Need third party software to do screen share
    - IT downloaded it
  - Two current ideas for live videos:
    - Stump the Librarian
    - See if students assistants are willing to do videos talking about general library services in the department where they work
  - Ideas for live videos:
    - Pesagis
      - Let people know they are available to view online. Relevant this week for Homecoming.
    - Tour the Library
    - Events
      - Go live at the beginning to help encourage attendance
    - Spotlight on newly hired librarians

- **Spring Events**
  - National Library Week
    - April 8-14, 2018
      - 60th anniversary
      - Theme: “Libraries Lead”
    - Display pictures of architecturally interesting libraries on the bulletin board by Circulation
    - Host a “share your stories” event, similar to The Moth radio program
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Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor, Calantha

- People tell short (10 min max) stories from their life related to a theme
  - Theme ideas:
    - Misinformation
    - Confidentiality
    - Talking to someone with different experiences from your own
    - You and the library
    - Technology and how it affects relationships
- Hold during the evening, on Tuesday or Thursday
  - ESTEP or by Collaborative Spaces
- How do we reach people?
  - Flyers
  - Posters
  - Write in chalk on sidewalk
  - See if this can be a PAWS event
  - Get Communications and drama students involved
- Have attendees vote on best story and winner gets a prize
  - Put together goody bags of coffee coupon and items received from vendors
  - Ask Nikki at the bookstore if she has anything she could give
- Food not necessary, though there could be some cookies
  - Event idea for 2018/2019
    - Human Library
      - Cultural Activities Committee to potentially fund it
      - Submit proposal by November 10
      - Limit volunteering time to 2-3 hours so people are not sitting around all day
    - Potential partners
      - Human Resources
      - Christine Pappas in Political Science
      - Honors Program
      - Services to the Deaf
        - Jeanine Taylor
      - International Student Services
      - Veteran Student Support Services
      - Jolene Poore at the Ada Public Library
    - Potential costs
      - Appreciation gifts for volunteers
      - Refreshments for volunteers (if a long event)
      - Advertising in The Ada News
    - Collaborative Spaces
Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor, Calantha

- Semi-private, sort of closed off
- Set out black dividers if needing more space

- Reach out to community
- Ideas for representatives:
  - Atheist
  - Someone from any of the major religions
  - Different Native American tribes
  - Different races
  - LGBTQ
  - Feminist
  - Addicts
  - Libertarian

- Marla would rather involve adults than traditional students
  - Adults may not get as easily offended as young students
  - International students OK if talking about experiences in their home country and not an emotionally charged topic

- Adulting 101 classes
  - Dr. Tessman is working with other faculty to find out the requirements to make this a retention project
  - The library can still be involved, but it might not necessarily be an event in the library

Next Meeting: November 7, 2017
Outreach Committee Minutes from November 7, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor

Agenda for 10-24-17:
1. Action Items (5 min)
2. Halloween Party re-cap (5 min)
3. Human Library & Adulting 101 event updates (20 min)
4. Finalize plans for National Library Week event (20 min)
5. Semester re-cap and set future goals (35 min)

Future
1. T-shirts
2. National Library Week
3. Adulting 101

Action Items:
Marla –
• Work on and submit Cultural Activities Proposal (11/10)
• Ask student supervisors to ask their students if they would like to join the Outreach Committee or participate in a Facebook Live video (11/17)
• Send suggestions foreign film to Dr. Benton (1/16)

Everyone –
• Browse for foreign films to tie in with Human Library (1/2)

Discussion:
• **Action Items**
  o Marla sent out an email with more information about the topics listed on this meeting’s agenda (see body of email at the end of these minutes)
  o Josh from Media Services is interested in participating in a Facebook Live video
    ▪ Marla needs to ask Brandi if any of her students are interested
  o Photo Gallery
    ▪ Dana wants to add more hanging signs in the library once the current periodicals section moves to behind the new group study rooms
      • Some of them could point towards photo gallery
    ▪ Could add some little lamps or track lighting
      • Lamps would have to be battery-operated
    ▪ Photos could be mounted onto foamcore and/or attached with command strips
• **Halloween Party Re-cap**
  o 67 people showed up
    ▪ Lots of college students
    ▪ Ideas for next year:
      • Theme: Day of the Dead
        ▪ Could tie in with Hispanic Heritage Month
      • Include expectation for Zeta Tau Alpha to engage with people, especially little children
• **Human Library & Adulting 101 Event Updates**
  o No updates on Adulting 101
  o Marla talked to Dr. Benton about ideas for the Human Library
  o More ideas for the Humans Library:
    ▪ Do a series
    ▪ Have multiple representations for one stereotype
    ▪ Find films that relate to stereotypes
      • Tie Human Library with Foreign Film Festival
    ▪ Requirements for films
      ▪ Has to be in a foreign language
      ▪ Released five or less years ago
      ▪ ECU Screens Committee must preview the film before showing it to the public
    ▪ Browse for any award-winning or nominated foreign films
    ▪ Themes to highlight in films
      ▪ International
      ▪ LGBT
      ▪ Different races
      ▪ Different religions
      ▪ See what everyone can find
    ▪ Friday afternoons are good times for faculty and students
Outreach Committee Minutes from November 7, 2017

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- Four Fridays in February
  - Dr. Benton suggested that the Human Library could start at 2:00 p.m.
  - Foreign films start at 4:00 p.m. every Friday in February
- Dr. Pappas and Jolene are excited about helping
  - Human Diversity Committee could help as well
- Have Human Library in UC since that is where the films will be
- Money goes towards food and appreciation gifts for volunteers
  - Appreciation gifts could be travel coffee mugs about $10 or less each
- If the Cultural Activities Committee does not approve the funding request:
  - Ask student organizations to make food and sell as a fundraiser
  - Ask Chicken Express to donate tea
  - Ask LLAF to purchase appreciation gifts and sell extras as a fundraiser
  - Human Diversity Committee could be another source of funding to consider

- Finalize Plans for National Library Week
  - Issue brought up in previous meeting that it might not be worth the effort to do an in-person “share your stories” event because of low attendance and lack of student interest in volunteering to share a story
  - Alternatives
    - StoryCorps-like recording
      - Participants record a story about libraries
      - Audio recordings can be put on YouTube/Facebook
      - Students might not be interested enough to participate
    - Have a board game night
      - Would need to be monitored by a reference librarian
      - Little investment on library’s part
      - Might be better as a recurring event throughout the semester
    - Write on whiteboards on 2nd floor with a prompt for students to respond
      - Especially good for camera-shy people
      - Can be fun, like “What’s your favorite library pun?”
      - Share the responses on Facebook
      - This is the activity the committee will do

- Semester Re-cap and set future goals
  - Library has held more events this year than last year and has made good progress with Facebook
  - Goal (from discussion in Librarian’s Meeting): Have events that are just for fun and help people feel more relaxed about the library
  - Goal: Improve partnerships with student organizations
    - Marla plans to ask student organizations before the end of the semester about partnering for events in the spring
    - Which student organizations to contact about having events?
      - Try to get a list from Tenecia Miller
Outreach Committee Minutes from November 7, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor

- Look up national weeks/months and ask relevant student organizations if they would like to do an event in the library
  - How to make it easy for them (and us)?
  - A lot of departments have their own clubs. Could go through the department if we can’t get a list of contact information from Tenecia.
  - After contacting student organizations, what do we want to have them do?
    - Craft Night
    - Trivia Night
    - We may have to wait until after we’ve worked with more organizations to know what works best.
      - Goal: Try to get more library student assistants on the Outreach Committee.

Next Meeting: January 2, 2018

Email mentioned in the minutes:

Hello,

We’ve got several things to talk about at the next meeting, so I’m sending some stuff out now so I can spend less time explaining things in the meeting. I’ve attached a comparison of last year to this year so far in terms of event attendance and social media. Granted, there wasn’t an outreach librarian for part of last year, but I wanted to show you how far we’ve come! Thanks for your work!

Photo gallery

Annie Oldenburg from Mass Communication came today to talk about an exhibition space for her photography students (can be any major, just in a photography class). She was hoping it would be a permanent exhibit that we change out at the beginning and half-way through each semester. I showed her the back wall on the outside of the new group study rooms and she loved that space. We could hang the photos with command strips and have signs directing students to the area. Her students (or us) will come up with a name for the “gallery” and we’ll make signage. We would estimate attendance by having an electronic guestbook where students could either post to social media using a designated hashtag or leave a comment through a Google form that we set up (for those without social media accounts). There will be an open theme for January, but we can encourage viewers to suggest a theme for future exhibitions through the Google form or social media. The cost will either come out of Communication’s printing allotment (Patrick, we need to talk about this) or it’s less than $4 for the students to pay for it on their own. Let me know if you have ideas for a name for the gallery, ways to market it or other suggestions.

Human Library (HL)

Dr. Benton had a lot of good ideas. I’ll try to outline them based on what decisions we need to make.
1. We can do 1 HL event or a series of HL.
2. The HL can include a variety of stereotypes or a single stereotype.
3. The connection of the HL with the film could be concrete or abstract. Concrete= a film about immigrants and having immigrants in the HL. Abstract= variety of HL stereotypes and a film about a character learning that things are more complex when you get below the surface.
4. We can join with a National Theatre Live screening (limited to what’s available from the National Theatre but can be scheduled at any time) or with the Foreign Film Festival (Fridays in February, broader selection of films). Or a combination.

Marketing ideas

1. Use photos of our books with their “label” written over the top, similar to what’s on the HumanLibrary.org website
2. Tell faculty one semester before about the details of the event and see if they are interested in incorporating it into their curriculum. This could be relevant to Comp I & II, Intro to Speech, social work, education, psychology, sociology, the Honors Program, etc.
3. Sell t-shirts or coffee travel mugs as a LLAF fundraiser and way to market the event over time.
4. We can bring in relevant student organizations to host a fundraiser as part of the event. For example, if the film/HL focus is on Immigrants, maybe the International Student organization would be interested in cooking and selling food items from their countries as a fundraiser. We wouldn’t have to purchase refreshments if we went this route.
5. We can submit a press release (free) instead of a newspaper ad

Things to do in the near future

1. Decide on the list of things above and inform Dr. Benton.
2. Submit the proposal to the Cultural Activities Committee for funding. I’ve attached a rough draft of a proposal.

Please bring your ideas to the meeting.

Thanks,

Marla
Outreach Committee Minutes from November 7, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor

Attachment #1: Outreach Semester-In-Review

**Fall/Spring 2016**

**Facebook Total Reach**
Nov. 2016 - May 2017

**Facebook Page Likes**
Oct. 2016 - May 2017

**Fall 2017**

**Facebook Total Reach**

**Facebook Page Likes**

Outreach Committee Minutes from November 7, 2017

Present: Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor

Fall 2016 Events

<table>
<thead>
<tr>
<th>Overall Event</th>
<th>Date</th>
<th>Individual Event</th>
<th>Hosted or Organized</th>
<th>Head Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halloween Party</td>
<td>Thursday, October 27, 2016</td>
<td>Halloween Party</td>
<td>Organized</td>
<td>47</td>
</tr>
<tr>
<td>Book Signing w Chris Bean</td>
<td>Tuesday, October 04, 2016</td>
<td>Book Signing w Chris Bean</td>
<td>Hosted</td>
<td>5</td>
</tr>
<tr>
<td>Banned Books Week</td>
<td>Wednesday, September 28, 2016</td>
<td>OLA Intellectual Freedom Committe</td>
<td>Organized</td>
<td>4</td>
</tr>
<tr>
<td>Banned Books Week</td>
<td>Tuesday, September 27, 2016</td>
<td>Teaching Stormtroopers to Read: Comics and Cultural Warfare</td>
<td>Organized</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td></td>
<td>71</td>
</tr>
</tbody>
</table>

Fall 2017 Events

<table>
<thead>
<tr>
<th>Overall Event</th>
<th>Date</th>
<th>Individual Event</th>
<th>Hosted or Organized</th>
<th>Head Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banned Books Week</td>
<td>Monday, September 25, 2017</td>
<td>Kick-Off Party</td>
<td>Organized</td>
<td>23</td>
</tr>
<tr>
<td>Banned Books Week</td>
<td>Wednesday, September 27, 2017</td>
<td>Community Talk Event</td>
<td>Organized</td>
<td>14</td>
</tr>
<tr>
<td>Banned Books Week</td>
<td>Thursday, September 28, 2017</td>
<td>Read-Out</td>
<td>Organized</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Monday, October 02, 2017</td>
<td>New Group Study Rooms Open House</td>
<td>Organized</td>
<td>41</td>
</tr>
<tr>
<td>National Hispanic Heritage Month</td>
<td>Tuesday, October 17, 2017</td>
<td>ECU Spanish Club Reading</td>
<td>Hosted</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Monday, October 23, 2017</td>
<td>20th Anniversary Party</td>
<td>Organized</td>
<td>28</td>
</tr>
<tr>
<td>Harry Potter Halloween Party</td>
<td>Tuesday, October 31, 2017</td>
<td>Harry Potter Halloween Party</td>
<td>Organized</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td></td>
<td>186</td>
</tr>
</tbody>
</table>
Attachment #2- Cultural Activities Proposal draft

To: ECU Faculty and Staff

From: Cultural Activities Committee

Subject: Call for 2018-2019 proposals

The Cultural Activities Committee plans high-quality events which showcase East Central as the premier regional center for cultural activities.

Therefore, we invite all ECU faculty and staff to submit proposals for cultural event funds, even for events that have been funded annually or are part of the current Scissortail Arts Series or French Film Festival.

Many of you have been to places outside of Oklahoma--have you seen someone or a group that really impressed you? Or something to help stimulate student learning? Use this as an opportunity to let us know about it!

Please answer the following questions for your proposal.

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What event are you asking the committee to sponsor? (Please give a brief description or title of event)</td>
<td>We would like to host a Human Library. A Human Library is designed for “readers” to have conversations that challenge their stereotypes or prejudices of people who volunteer to be “books”. “Books” are people who are willing to share their experiences and answer readers’ questions. “Books” can be from any group that is typically stereotyped, such as people in the LGBT community, people practicing different religions (or no religion), single parents, etc. For more information, visit humanlibrary.org.</td>
</tr>
<tr>
<td>What person or group is sponsoring this event (e.g. department, committee, conference, etc.)?</td>
<td>Linscheid Library in partnership with ECU Screens.</td>
</tr>
<tr>
<td>Who is the target audience for this event (e.g. general public, ECU students, local teachers, etc.)?</td>
<td>ECU students and the general public</td>
</tr>
</tbody>
</table>
### Outreach Committee Minutes from November 7, 2017

**Present:** Kaylie, Marla, Casey, Trevor, Patrick, Jesilee, Taylor

<table>
<thead>
<tr>
<th>Why is this event worthy of funding?</th>
<th>Human Libraries can have a great impact on participants by allowing them to see the complexities within a stereotyped group and the similarities an individual may have with someone in that group. As the social atmosphere becomes increasingly polarized, so does the importance of having dialogue with people who are outside an individual’s “bubble”. By partnering with ECU Screens, this impact can be furthered by viewing a related film after the Human Library. Approving the funding proposal from ECU Screens will also help the success of this event. The Ada Public Library and ECU’s Human Diversity Committee have expressed interest in encouraging student and community attendance at this event so that we can have the broadest impact.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What format will this event take (e.g. lecture, master class, performance, etc.)?</td>
<td>We will host multiple Human Library events immediately preceding an ECU Screens event. Participants can come and go and talk to as many or few “books” as they would like.</td>
</tr>
<tr>
<td>When will this event take place during 2018-2019 school year?</td>
<td>The event will be in February 2019.</td>
</tr>
<tr>
<td>All events must be scheduled on the ECU campus. Where on campus would the event occur?</td>
<td>University Center</td>
</tr>
<tr>
<td>What is the amount of funding requested from the Cultural Activities Committee?</td>
<td>$200</td>
</tr>
<tr>
<td>- Are you receiving additional funds?*</td>
<td>We are not receiving additional funds.</td>
</tr>
<tr>
<td>- If so, which sources are you using and for what amounts?*</td>
<td>The funds will be used for small appreciation gifts for people who volunteer to be “books” and refreshments.</td>
</tr>
<tr>
<td>- What specifically will you be using the committee’s money to fund?</td>
<td></td>
</tr>
</tbody>
</table>

*For assistance in finding outside sources of funding, contact Bethany Walling, Grants Research Specialist, at 580-559-5948 or at betjbes@ecok.edu.*
The number of awards and amounts awarded will be subject to budgetary constraints, how many requests are made, and what kind of events have already been selected.

Please **submit your electronic proposals by Friday, November 10 at 5:00 p.m.** to April Nesbit, Cultural Activities Committee President, at anesbit@ecok.edu. You will receive an electronic confirmation within three days of your submission. If you have not received this confirmation, email April at anesbit@ecok.edu.
Outreach Committee Minutes from January 16, 2017

Present: Marla, Casey, Trevor, Calantha, Sarah

Agenda for 1-16-18:

<table>
<thead>
<tr>
<th>Action Items (5 min)</th>
<th>Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Big Read &amp; Adulting 101 update (15min)</td>
<td>1. T-shirts</td>
</tr>
<tr>
<td>3. Student org events update (10 min)</td>
<td>2. National Library Week</td>
</tr>
<tr>
<td>4. T-shirts (30 min)</td>
<td>3. Adulting 101</td>
</tr>
<tr>
<td>5. Facebook and blog promotion brainstorm (20 min)</td>
<td>4. Whiteboard activities</td>
</tr>
<tr>
<td>6. Attending university events (10 min)</td>
<td></td>
</tr>
</tbody>
</table>

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Action Items:
Everyone –

- **Find ideas for foreign films to tie in with Human Library (1/30)**
  - Films already on the list
    - Keep Quiet (Hungarian) - religious differences
    - BPM (French) - AIDS
    - April’s Daughter (Mexican) - Teen pregnancy
    - Call Me By Your Name (Italian) - LGBTQ
    - The Insult (French/Arabic) - religious/cultural differences

Marla –

- **Ask Dana about staffing a table of related resources at non-library campus events (1/30)**

Kaylie & Sarah —

- **Come up with a weekly prompt for the 2nd floor new group study room whiteboards from Feb. 6th - May 6th. (1/30)**

Discussion:

- **Big Read update**
  - Would occur in Spring 2019 if awarded. Will hear something this summer.
  - Our special event would be gathering student reflections of the book (art, poetry, etc.)

- **Adulting 101 update**
  - Content will be delivered by faculty in Family & Consumer Sciences and Sociology
  - Topics: Personal Safety, Interpersonal Relationships, “Hooking Up or Hanging Out?” (dating violence), Cooking
  - Will hopefully begin in February

- **Student org events update**
  - Game night on the 23rd
  - Marla will encourage all student organizations she contacts for awareness months to have a game night at the library
Outreach Committee Minutes from January 16, 2017

Present: Marla, Casey, Trevor, Calantha, Sarah

- Marla will attend a President’s Meeting and do an open call for organizations that may want to host a game night, karaoke, or a book club

  - T-shirts
    - Cost will be $5-$11 depending on size and number of colors
    - Shirts will be delivered by Spring Break
    - Student assistants will submit designs
    - All library staff will vote on the design
    - Library employees can purchase shirts at cost
    - Anyone can purchase shirts at a slightly higher cost, with proceeds going to LLAF

- Facebook and Blog promotion brainstorm
  - Stump the Librarian
    - It may be better to have 2 librarians in the video working together or racing to find an answer
  - ECU Voices videos
    - 30-90 second video published every other week on Facebook
    - Created by Garrett
    - Show 2-4 people per video answering a certain question
    - Purpose: Hear the voice of the campus community while encouraging students and faculty to take ownership of the library.
    - Biggest challenge may be getting quality audio
    - Possible questions
      - What do librarians do?
      - Have you read a good book lately?
      - How does the library help you succeed?
      - What’s your favorite thing to do in the library?
      - Do you know who your librarian is?
      - Library trivia (see questions from Student Appreciation Party)
      - What do you think of when you think of the library?
      - What do you think is the future of libraries?
      - Do you think privacy is important?
      - What does intellectual freedom mean to you?

  - Other Facebook series ideas
    - 1 librarian reads a book, 1 watches a film based on the book and then they discuss which is better. Video.
    - Video a “get to know you” interview with faculty and students and learn about their relationship with the library. Similar to the Research Spotlight in the blog.

- Promotion ideas
  - Link to relevant blog posts on course guides
  - Make posters and fliers for Facebook and the blog
  - Use the whiteboards on the 2nd floor new group study rooms
Outreach Committee Minutes from January 16, 2017

Present: Marla, Casey, Trevor, Calantha, Sarah

- Write a riddle on the whiteboard and then post the answer on Facebook
- Have students make poems from word magnets and post some of the poems to Facebook
- See other ideas compiled by Sarah (at the end of these notes)

- Attending university events
  - Have a table of related resources available for checkout at a variety of university events
    - Would need a laptop and a staff member (Marla needs to ask Dana about this)
    - Events identified for Spring 2018
      - January: Ramadan Symposium (Biology)
      - February: Marx Conference (multiple departments)
      - March: A-Wake for Debussy (Music)
      - April: Scissortail Writing Festival (English)

Whiteboard ideas:

- **Hashtags**
  We can start our own hashtag, like #ECUlibraryboard or #ECUwhiteboard (or we could continue using ECUnique) to promote East Central on social media and the library’s social media pages and blogs. We can encourage students to share their thoughts on the boards on their personal accounts and to follow for all updates and library events.

- **Inspiration board or Motivational Monday**
  Put inspirational quotes on it at the beginning of every week, and encourage students to share other quotes that they find inspirational for future weeks. We could either have them write it underneath the current quote or we could have a suggestion box with paper that they could write their quote on.

- **Poll Board**
  Write a poll question that will spark up conversation, such as: “Do you think The Princess Bride is a brilliant movie or just terribly cheesy?” And have sections for “Yes”, “No”, and “Both” that students can put a tally mark underneath.

- **Trending Thursday**
  This photo is just an example, but we could expand it more. We can write the hashtags of currently trending topics and then underneath ask students to share their thoughts on those topics. It would be a good way to encourage and promote political and social conversations.
Outreach Committee Minutes from January 16, 2017

Present: Marla, Casey, Trevor, Calantha, Sarah

- **Drawings, Puns, Memes and Jokes**-
  What would brighten the gloom that comes with studying better than a good joke or pun? Something to make students smile as they enter the library/study room may be a good way to encourage use of the library.

- **Riddle Wall (Figure It Out Friday)**-
  Put hard riddles on the boards to encourage students to solve them. At the end of the week, post a picture with the answer using the hashtag.

- **Advice Board**-
  We could put tips on how to survive college (with things such as saving money and time management, or even what restaurants offer student discounts) and encourage students to share their own tips on how to get through college.

- **Promotion Wall**-
  We can put up events that are happening around campus, such as plays, concerts, games, etc.

  We may also want to consider the consequences that go with giving a bunch of college kids the ability to use whiteboards. We could end up with inappropriate drawings, phrases, or crude words written on the boards. We would need to keep the board content positive and engaging to discourage anything like that.
Outreach Committee Minutes from January 16, 2017

Present: Marla, Casey, Trevor, Calantha, Sarah
Outreach Committee Minutes from January 30, 2018

Present: Marla, Kaylie, Casey, Trevor, Calantha, Sarah

Agenda for 1-30-18:

1. Action Items (5 min)
2. Facebook update (5 min)
3. Whiteboard prompts (5 min)
4. Student org events update (10 min)
5. Attending university events update (15 min)
6. National Library Week (30 min)
7. Upselling brainstorm (20 min)

Future

1. National Library Week
2. Adulting 101
3. User studies

Action Items:

Marla –
- Ask Calantha to do a Stump the Librarian video
- Ask liaison librarians about sitting with table resources at university events
- Ask Sarah or Tiffany to write prompts on 2nd floor whiteboards

Marla and Kaylie –
- Figure out how to edit post Facebook makes when making a new photo album
Outreach Committee Minutes from January 30, 2018

Present: Marla, Kaylie, Casey, Trevor, Calantha, Sarah

Discussion:
- **Action Items**
  - Calantha and Casey sent some suggestions for foreign film festival to Marla
  - Marla talked to Dana about library resources at non-library events
    - Dana said it was up to Marla’s discretion
  - Kaylie and Sarah did whiteboard prompts
- **Facebook Update**
  - Garrett is working on videos for ECU Voices
  - Stump the Librarian went well
    - Un-used submitted question: Why did you become a librarian?
      - Save this question for later on
- **Whiteboard prompts**
  - Need a student to write prompts on board every week
    - Ask Sarah or Tiffany
- **Student org events update**
  - Tigers Against Human Trafficking Game Night went really well
    - 15 people showed up
      - 5 people were not affiliated with organization
    - One noise complaint
      - Move next game night to Quaid Student Lounge?
  - Marla is in contact with three other student orgs
  - Calantha has suggested the library could host a karaoke night with a student org
- **Attending university events update**
  - Ramadan Symposium went well
    - Students recognized Marla as their liaison librarian
    - People noticed the table of resources
      - Helps if liaison librarian is physically there
  - Upcoming Events
    - Marx Conference
      - February 20 – 21
      - Liaisons: Any
    - Scissortail Festival
      - April
      - Liaison: Calantha
    - Music
      - May
      - Liaison: Megan
- **National Library Week**
  - Sarah did research about what other libraries have done for National Library Week
    - National Library Week Challenge
Outreach Committee Minutes from January 30, 2018

Present: Marla, Kaylie, Casey, Trevor, Calantha, Sarah

- Selfies for social media based on different prompts, post using a hashtag
  - Hashtags
    - #ecoklibrary
      - Use this for any social media campaign
    - #belong, #study, and other words associated with the “A Place to…” slogans
      - Use in combination with other hashtags
  - Ideas for National Library Week events
    - Book Votes (like American Idol)
      - Not really a way to motivate students with a prize
      - Motivation is just based on a competitive, book lover spirit
    - Use theme for National Library Week 2018
      - “Libraries Lead”
        - Read, research, discover, explore
        - Have a “Libraries Lead the Read” book club
  - Faculty/Student Social
    - Have food and drinks that attract both faculty and staff
      - Ice cream
      - Pizza
      - Little Caesar’s is probably the cheapest option
    - Advertising ideas
      - “Come chill in the library”
      - “Research is sweet”
      - “Slice of knowledge”
      - “Scoop of information”
      - “Research Sunday Sundae”
      - “Sprinkle your sundae with knowledge”
      - “Many flavors of information”
      - “Let the library treat you”
    - Could be part of customer appreciation and user survey
      - Combine with user studies
  - Physical/Online Scavenger Hunt
    - Would be a more sustainable reoccurring event because it’s relatively easy to get good SWAG from vendors to make a prize pack
  - Upselling brainstorm
    - Inform students of events ahead of time
      - Mini-flyers
        - Students assistants could put these inside books patrons check out
      - Add an “Upcoming events” line to email signatures
Outreach Committee Minutes from January 30, 2018

Present: Marla, Kaylie, Casey, Trevor, Calantha, Sarah

- Marla would send out an email at the beginning of the month with a tagline library staff could add to their signature
  - Printouts to tape to the sleeves of books or coffee cups
  - Or some other to-go flyer by the coffee counter
- 3x5 index card size flyers
- Bookmarks
- Print off flyers to keep in offices
- Put flyers in group study room tables, study carrels, and Collaborative Spaces

Next Meeting: February 13, 2018
Outreach Committee Minutes from February 13, 2018

Present: Marla, Kaylie, Casey, Trevor, Sarah

Agenda for 2-13-18:

1. Action Items (5 min)
2. Facebook update (5 min)
3. Events update (10 min)
4. Blog help (20 min)
5. National Library Week (30 min)

Future

1. National Library Week
2. Adulting 101
3. User studies

Action Items:

Marla –
- Talk with Patrick about “Why did you become a librarian?” video (2/27)
- Send career questions to Stefan, Garrett, and Sarah Lewis (2/27)
- Email librarians about finding students and faculty to interview for the blog (2/27)

Marla and Kaylie –
- **Figure out how to edit post Facebook makes when making a new photo album (1/30)**

Kaylie –
- Test dry-erase markers for whiteboard and throw out ones that don’t work anymore (2/27)
- Edit this week’s scheduled whiteboard post (2/27)

Sarah –
- Research how to design an escape room (2/27)
Outreach Committee Minutes from February 13, 2018

Present: Marla, Kaylie, Casey, Trevor, Sarah

Discussion:

- **Action Items**
  - Calantha will do Stump the Librarian when she comes back
  - On-campus events
    - Megan is willing to attend music event in March
    - Casey is willing to attend Marx event
    - Panel Discussion/Q&A
      - First panel: February 21 at 9:30 a.m.
      - Lasts until 12:00 p.m.
    - Marla will attend Marx screening on February 22
  - Set table out for resources
    - Ask for permission to use tables at the UC
  - Whiteboard
    - First whiteboard post went really well
      - Casey thought some of the handwriting was hard to read
      - Use dark-colored markers

- **Facebook Update**
  - “Why did you become a librarian?”
    - Stump the Librarian question
    - Promote liaison librarians
      - One librarian each week
      - In the post, state what their liaison areas are
    - Purpose
      - Make people feel comfortable talking to librarians
      - Librarians could talk about what they do in the library
      - Could also discuss a favorite moment while working in the library
    - Editing videos
      - Casey could do it
    - May not be necessary
  - When to post videos?
    - Maybe do instead of Stump the Librarian and try Stump the Librarian in the fall semester
      - Possibly have freshmen submit a question after their UNIV 1001 tour
  - Student Assistants left to interview:
    - Sarah Standish in Technical Services
    - Sarah Lewis in Director’s Office/Outreach
    - Kelli in Collection Services
  - Garrett is still working on videos for ECU Voices

- **Events Update**
  - Marla contacted Pre-Dentistry Club about doing an event for Oral Hygiene Month
Outreach Committee Minutes from February 13, 2018

Present: Marla, Kaylie, Casey, Trevor, Sarah

- No event but will do a display
  - Marla also contacted Nursing Student Association and Family and Consumer Sciences Student Association about National Nutrition Month (March)
    - No event but NSA will do a display. No word from FCS.
  - Plan own game night if no events are planned before March
    - “Get Back in the Game” Night
      - After Spring Break
        - Test to see if game nights are popular before investing in games
      - Ideas for games:
        - Pictionary
        - Students requested chess and checkers at the Tigers Against Human Trafficking Game Night
        - Deck of cards
        - Party games
    - Adulting 101 on hold
      - Don’t know when it will happen
  - Human Library
    - Cultural Activities Committee needs to find out how much funding they will get

- Blog Help
  - Jessica Koch talked to students that had interesting stories
    - Marla contacted those students
  - Write blog posts about different career paths of students
    - Get a variety of students
      - Non-traditional, traditional, international, grad
  - Need help from other people in writing future blog posts
    - Marla will email librarians with more details
    - Great way to get to know students/ faculty in your department
    - One idea is to interview faculty about their dissertation

- National Library Week ideas
  - Pizza and ice cream social
    - Don’t know if funding is possible
    - See if Marx event uses full funding
  - Online Scavenger Hunt
  - Escape room
    - Come up with clues for students to figure out
    - Sign up/registration sheet
  - 23 Things
    - Like a scavenger hunt/bingo mix
    - Give people a list of things to complete
Outreach Committee Minutes from February 13, 2018

Present: Marla, Kaylie, Casey, Trevor, Sarah

- Examples: Ask a librarian about how to cite a source, Submit a suggestion to make the library better
  - Prize involved
  - The number of things to do would be adjusted according to how long the event ran
  - Would incorporate well with the social media campaign discussed last week

Next Meeting: February 27, 2018
Outreach Committee Minutes from February 27, 2018

Present: Marla, Kaylie, Patrick, Calantha, Trevor, Sarah

Agenda for 2-27-18:
1. Action Items (5 min)  
2. Facebook update (10 min)  
3. Events update (10 min)  
4. Blog update (10 min)  
5. T-shirt update (5 min)  
6. National Library Week (30 min)  

Future:
1. National Library Week  
2. Adulting 101  
3. User studies  

Action Items:
Marla –  
• Email Calantha with instructions on how to do Facebook Live (3/13)  
• Meet with Patrick about Stump the Librarian (3/13)  
• Talk to Casey about doing “Why did you become a librarian?” as live videos (3/13)  
• Talk to Communications & Marketing about t-shirts (3/13)  
• Talk to printers about costs and ordering of t-shirts (3/13)  
• Talk to Casey about revised escape room plan (3/13)  

Calantha –  
• Have Taylor send Marla JPEGs of librarian avatars (3/13)  

Patrick –  
• Talk to IT about downloading font on Kaylie’s computer (3/13)  

Kaylie –  
• Recreate winning t-shirt design in Illustrator (3/13)  

Marla and Sarah –  
• Discuss escape room plan (3/13)  

February 27, 2018
Outreach Committee Minutes from February 27, 2018

Present: Marla, Kaylie, Patrick, Calantha, Trevor, Sarah

Discussion:

• Facebook update
  o Views for Stump the Librarian are good
    ▪ Has gone beyond people who have liked the Facebook page
    ▪ The page is now at 83 likes
    ▪ Four more Stump the Librarians this semester
  o Ideas for Facebook videos:
    ▪ Walking tour of library
      • Concentrate on specific features
        o Example: Media Services
      • Tag university’s page
      • Direct people where to go for Freshman Seminar tours
      • Attach to rotating image on library website
  o Where to archive videos?
    ▪ Reusable content
      o Tab on LibGuides
    ▪ Outreach page
  o Marla thought that the video Garrett made were awesome
    ▪ Video features Caleb as the interviewer

• Events update
  o Dana approved “Get Back in the Game” Game Night
    ▪ March 27 from 4:00-6:00 p.m. on the 2nd Floor in the Quaid Lounge
    ▪ A librarian will speak at the event to promote services for dead week and finals
      • Extended hours, coloring event, therapy dogs event, reference help
    ▪ Kaylie designed flyer, miniflyer, and web graphic for this event
      • Flyers are ready to be printed and distributed
      • Miniflyers can be distributed at the Circulation Desk and the Reference Desk and in each department’s office
        ▪ Could put some on the 2nd floor Help Desk and in the Quaid Lounge

• Blog update
  o Upcoming blog posts:
    ▪ Career choices- March 12th
    ▪ Primary sources- March 26th
    ▪ Biology student- Johnathan Lucas- April 9th
    ▪ Scissortail Festival- April 16th (optional)
    ▪ Honors student (Calantha)- April 23rd
    ▪ Honors student (Calantha)- May 7th
    ▪ Honors Showcase (optional)- TBD
    ▪ Student Art Exhibit (optional)- TBD
Outreach Committee Minutes from February 27, 2018

Present: Marla, Kaylie, Patrick, Calantha, Trevor, Sarah

- Anyone interested in doing infographics?
  - T-shirt update
    - Shirt that says “Linscheid Library, Est. 1997, Staff” won
      - Students want comfort colors
      - Trying to recreate the design but having trouble downloading the right font
    - Librarians will figure out the correct year to put on the shirt on Thursday
  - National Library Week
    - Review of previous discussions:
      - Social media campaign
      - Something recurring every year
      - Decide between 23 Things list or Escape room
    - 23 Things List
      - Incorporate social media campaign
      - Run it the entire month of April
        - Do only 10 things
    - Sarah came up with escape room document with ideas for clues
    - Students would sign up in groups or as individuals for a specific time slot.
    - The escape room would be available during specified times over 2-3 days.
    - Escape “room” would be the white tile area between CS & MS mostly, maybe the groups could quietly go out in the stacks for some clues.
    - The groups who finish the escape room within a given time (say 20-30 minutes) would get cards for free coffees/hot chocolates.
    - We could create a scoreboard (probably on a whiteboard and in a Facebook post) with a ranking of the teams and their finishing times.
    - Wouldn’t lock up people anywhere in the building
  - Could use 23 Things for Banned Books Week
  - Could do an escape room every year for National Library Week if this one goes well

Next Meeting: March 13, 2018
Outreach Committee Minutes from February 27, 2018

Present: Marla, Kaylie, Patrick, Calantha, Trevor, Sarah
Outreach Committee Minutes from March 27, 2018

Present: Marla, Kaylie, Patrick, Casey, Trevor, Sarah

Agenda for 3-27-18:
1. Action Items (5 min)
2. Facebook update (5 min)
3. Events update (5 min)
4. Blog update (5 min)
5. T-shirt update (5 min)
6. National Library Week (45 min)

Future
1. Outreach plan for 2018/2019
2. Adulting 101

Action Items:
Marla –
• Meet with Patrick about Stump the Librarian (3/13)
• Ask Calantha to do Stump the Librarian on April 20 (4/10)
• Rename “Conference Room” to “Escape Room” on the sign-up link (4/10)
• Find out when Rachel Worth and Beth are working (4/10)
• Send out an email asking for volunteers for the escape room (4/10)
• Meet with Dana about ordering t-shirts (4/10)

Casey –
• Contact the math student about interviewing him for a blog post and ask him to send a PDF file of his poster (4/10)

Casey & Sarah –
• Meet to finalize clues (3/30)
• Meet with Rachel Worth and Beth on Monday at 2 pm to test clues (4/2)

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Outreach Committee Minutes from March 27, 2018
Present: Marla, Kaylie, Patrick, Casey, Trevor, Sarah

Discussion:

- **Facebook update**
  - Move “Why did you become a librarian?” videos to Fall 2018
  - ECU Voices videos
    - First video has 3.5k views
    - Second video has 5.5k views
  - Facebook page has 99 likes
  - Add Facebook page to Freshman Seminar tours
  - Post about reaching 100 likes
    - Do a giveaway for 250 and/or 500 likes
  - Stump the Librarian
    - Last two videos will be on April 6 and April 20
    - Patrick and Marla will meet on April 6
    - Calantha and Casey will probably do it on April 20

- **Events update**
  - “Get Back in the Game” Game Night
    - Casey has donated some games to the library
  - Marla contacted the therapy dogs people
    - No response yet
  - Landsell Family Clinic wanted the library to put up flyers
    - They could either partner with a student organization or plan an event at the public library instead
    - ECU already has the Wellness Center for students to use, so it’s not filling in a gap

- **Blog update**
  - Views have been low on the last two blog posts
  - Upcoming blog posts:
    - Calantha has been in contact with two students for two more student research interviews
    - Scissortail Festival (optional)
    - Honors Showcase (optional)
    - Student Art Exhibit (optional)
  - Last blog post will be on May 7
    - Casey’s math student who used library data

- **T-shirt update**
  - Currently taking orders

- **National Library Week**
  - Need volunteers to help with escape room
    - Draw maps
Outreach Committee Minutes from March 27, 2018

Present: Marla, Kaylie, Patrick, Casey, Trevor, Sarah

- Finish clues
  - Multiple ways for students to find clues
    - More opportunities for students to succeed
    - Also need some red herrings
  - The way the escape room is laid out is like a battle-planning room
- Décor and furniture
  - Use fireplace that Garrett made
  - Use black doors in 2nd floor closet
  - Use castle doors in 3rd floor closet
  - Brayden has some drapery to drape over furniture
  - Tiffany’s mom has an hourglass that could be used if needed
  - Marla has a necklace, journal and combo/key locks
  - Casey has multiple props
- Props
  - Dragon action figure
    - Could hide a clue underneath this
  - Goblet
    - Could hide a clue inside this
  - Casey has a book of riddles for clues inspiration
  - Tree with face candle holder
    - Need more candle holders
    - Could put candles around fireplace
  - Trick box
    - Students could try to find instructions on how to open it
- Jewelry
  - Look for strappy, chunky, leather jewelry
  - Necklace
    - Could hide the ring with it
  - Rings
    - Red one would be ideal
    - Leave some rings out
    - Put some rings in a box
- Instructions for reserving a time slot will be on the flyer promoting the escape room
  - Access is via private URL: tinyurl.com/ecoklibrary

Next Meeting: April 10, 2018
Outreach Committee Minutes from March 27, 2018

Present: Marla, Kaylie, Patrick, Casey, Trevor, Sarah
Outreach Committee Minutes from June 13, 2018

Present: Marla, Kaylie, Calantha, Patrick, Casey, Trevor

Agenda for 6-13-18:

1. Criteria for Mass Communication student marketing campaign contest (60 min)
   a. Target audience (5 min)
   b. Categories (40 min)
   c. Materials (10 min)
   d. Goal (5 min)

Discussion:

- **Criteria for Mass Communication student marketing campaign contest**
  - Target audience
    - Students in general
    - Freshmen and graduate students need special attention, but save that for the Outreach plan
    - Let students pick a category that includes different things to market and to use for measurement
  - Categories
    - Three categories for marketing campaign
    - Categories and examples of what to market will need to be translated from library jargon to student language

- **Interact with the Library**
  - Reference
    - Chat
    - LibCal
  - Circulation
  - Asking for help
  - Events
    - Hosting events

- **Physical services**
  - Coffee
  - Gate count
  - Media Services
  - Group study Rooms
  - Circulation
  - Computers
  - Lounge
  - Collaborative Spaces
  - Digital Humanities Lab

- **Online services**
  - Database
  - Blog
Outreach Committee Minutes from June 13, 2018

Present: Marla, Kaylie, Calantha, Patrick, Casey, Trevor

- Facebook
- Chat
- Document delivery
- Research guides

- Materials
  - Have students choose the media they think would be best to use in order to promote library
    - Criteria for marketing materials
      - Digital/visual/physical media
      - Social media marketing is for Facebook only
    - Give students $100 budget plus a specified printing allotment
      - Ask LLAF for the marketing budget in the spring if needed, or modify the campaign when it’s implemented so that no money is needed
        - LLAF is providing prize money for marketing campaign
  - Goal
    - Students create their own goal
      - Example: “The goal is to spread the message that the library is fun.”
      - Would be measured by the things in their chosen category (increase in usage)
  - A draft of the criteria that will be distributed to students is below.

Next Meeting: July 11, 2018
Outreach Committee Minutes from June 13, 2018

Present: Marla, Kaylie, Calantha, Patrick, Casey, Trevor

Linscheid Library Marketing Campaign Contest

Overview

Students are invited to create a marketing campaign for Linscheid Library. Students will present their campaign to a panel of judges including library staff, mass communication experts and members of the target audience. The winning campaign will be conducted by the library and the creators of the top three campaigns will receive a cash prize.

The goal of this project is to provide students with a real-life experience of creating a marketing campaign. The information provided is intentionally broad to allow for creativity and to encourage students to learn how to gather necessary information from clients. For example, students will need to research library services and assessment procedures by speaking with a librarian.

Presentation

- The presentation must include the following
  - What is the goal of the campaign?
  - What category was chosen?
  - How will the success of the campaign be measured?
  - How much of the budget is used?
  - What media are used?

Target audience: Current ECU students

Content Categories: Choose one of the following categories and market some or all of the items within that category. Talk to Marla if you are unsure of any of the items mentioned.

- Interact with the library
  - Ask for help
    - Chat service
    - Scheduling an appointment with a librarian
    - Ask a question in person, by phone or by email
  - Contribute to the library
    - Attend an event at the library
    - Host an event at the library (Example: student organizations or academic departments can have an event at the library)
    - Suggest items for the library to purchase
    - Suggest improvements for the library

- Physical services
  - Buy coffee or hot chocolate
  - Print, bind or laminate something at Media Services
  - Check out a book, DVD or other item
  - Ask for help
Outreach Committee Minutes from June 13, 2018

Present: Marla, Kaylie, Calantha, Patrick, Casey, Trevor

- Meet with a librarian
- Ask a question at the Circulation or Reference Desk
  - Library space
    - Use the library computers
    - Use the group study rooms
    - Use the library as a study space
    - Use the library as a place to relax (2nd floor Quaid Lounge, Collaborative Spaces)
    - Use the Digital Humanities Lab
- Online Services
  - Research with the library’s databases
  - Read the library’s blog
  - See what’s going on with the library’s Facebook page
  - Ask a question through chat or email
  - Request an item that the library doesn’t have (ILL)
  - (Online students) Request an item to be mailed to you (Document Delivery)
  - Use a library research guide or tutorial
  - Read an eBook or watch a streaming video
  - See what’s available in the library’s physical and online collection (CatPAC)

Assessment: All of the items in each category are already measured by library staff. Any assessments must be easily incorporated into existing data collection. Talk to Marla if you need more information or want to see if your assessment idea is viable.

- Example: “The success of this campaign will be measured by an increase in attendance at library events.”

Budget: $100 + 100 square feet of printing (roughly one hundred 8.5 x 11” flyers and twelve 18 x 24” posters)

- Budget can be used for events only
- Initiatives that involve cost recovery are not restricted by the budget. For example, if the campaign includes t-shirts that would be purchased and sold at cost, then the initial purchase of the t-shirts would not be counted toward the budget.

Media: Must include digital, physical and visual (graphics, videos, etc.) media

- Social media marketing is for Facebook only
Outreach Committee Minutes from June 13, 2018

Present: Marla, Kaylie, Calantha, Patrick, Casey, Trevor