

Outreach, Promotions, and Partnerships Advisory Committee Meeting

Quarterly Meeting

Wednesday, April 22 | 12:00 p.m. - 2:30 p.m.

In-person | UNC Charlotte J. Atkins Murrey Library

COMMITTEE CHARGE

The Outreach, Promotions and Partnerships Advisory Committee (OPPAC) is responsible for providing input to and feedback on the planning and assessment processes related to publicity, promotions, and public relations efforts. This committee also assists staff and the Librarians Council in developing strategies for outreach and partnering campaigns.

COMMITTEE MEMBERS

CHAIR: Staci Wilson, Catawba Valley CC
Yolanda Bolden, Forsyth County PL
Sheila Killebrew, Davidson County PL
Abby Moore, UNC Charlotte
Melissa Oleen, Rowan Public Library

Morgan Pruitt, Central Carolina CC
Will Ritter, Wake Forest University
Denise Shorey, Salem College
Jennifer Smith, Alamance CC
Alison Van Norman, Elon University

ABSENT

Karina Soni, UNC Chapel Hill
Dawn Walton, UNC Wilmington

NC LIVE STAFF

Sophie Hollis, Community Engagement Librarian (Liaison)
Julie Cline, Administrative Support Specialist

MEETING GOALS

1. Review and provide feedback on draft NC LIVE projects: e-resources marketing guide and communicating value materials
2. Brainstorm committee and organizational projects for FY 2026-27
3. Review Chair rotation schedule & elect a Vice Chair for 2026-28

AGENDA

- Welcome & Updates
- Review Committee Chair Rotation
 - The 2026-28 OPPAC Chair will be Sheila Killebrew
 - **Vote:** 2026-28 Vice Chair will be Jennifer Smith

- Annual Conference Planning
 - Review conference updates, including partner table organizations
 - Discussion of 2026 Annual Conference site
 - Three committee members volunteered to review abstracts if NC LIVE creates another conference site this year
- Feedback on Current Projects
 - Review and discuss draft communicating value materials
 - **Action item:** Committee members will gather more faculty and student testimonials to enhance these materials
 - Review and discuss draft e-resources marketing guide
- FY 2026-27 Projects & Priorities
 - Committee members brainstormed primary challenges and opportunities of NC LIVE member libraries and projects that NC LIVE could do to address them
- AOB & Member Updates
- July meeting planning
- Adjournment