

Outreach, Promotions, and Partnerships Advisory Committee Meeting

Quarterly Meeting | Public Minutes
Tuesday, July 21 | 2:00 - 3:00 p.m. | Virtual

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: Sheila Killebrew, Davidson County PL
VC: Jennifer Smith, Alamance CC
Colleen Kehoe-Robinson, James Sprunt CC
Harvey Long, NC A&T State University
Melissa Oleen, Rowan Public Library

Will Ritter, Wake Forest University
Denise Shorey, Salem College
Karina Soni, UNC Chapel Hill
Alison Van Norman, Elon University
Staci Wilson, Catawba Valley CC

NC LIVE STAFF

Sophie Hollis, Community Engagement Librarian (Liaison)

ABSENT

Yolanda Bolden, Forsyth County PL
Dawn Walton, UNC Wilmington

MEETING GOALS

1. Vote on location and theme for the 2027 Annual Conference
2. Review annual committee projects for FY 2026-27

AGENDA

- Welcome & Updates
 - Welcome to our new members
 - The [E-Resources Marketing Guide](#) is now available
 - The [communicating value kits](#) are now available
- 2027 Annual Conference Planning
 - Review and vote on possible themes
 - **Decision:** Committee members nominated a 2027 conference theme.

- Review and vote on possible venues
 - **Decision:** Committee members nominated a 2027 conference venue.
- FY 2026-27 Projects & Priorities
 - Committee members volunteered for FY 2026-27 projects.
- Promotion of the [Communicating Value Kits](#)
 - Committee members brainstormed promotional ideas and channels.
- AOB & Member Updates
- October meeting planning
- Adjournment