Outreach, Promotions, and Partnerships Advisory Committee Meeting

Quarterly Meeting
Tuesday, October 20 | 12:00 - 2:00 p.m.
Forsyth County Central Library
660 W 5th St, Winston-Salem, NC, 27101
First Floor Auditorium

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 PRESENT

CHAIR: Sheila Killebrew, Davidson County PL
VC: Jennifer Smith, Alamance CC
Yolanda Bolden, Forsyth County PL
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
Dawn Walton, UNC Wilmington
Staci Wilson, Catawba Valley CC

NC LIVE STAFF

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

MEETING GOALS

1. Vote on keynote speaker nominations for 2027 Annual Conference
2. Provide updates on committee projects for FY 2026-27

AGENDA

- Welcome & Updates

- 2027 Annual Conference Planning
    - Review and vote on keynote speaker candidates
    - **Decision:** Committee nominated two candidates for Executive Committee approval.

- FY 2026-27 Projects & Priorities Updates

    - 30 Year Anniversary project
    - Testimonials project
    - Public branding update

- Discussion: Building regional library connections

- AOB & Member Updates

- January meeting planning

- Adjournment