

Outreach, Promotions, and Partnerships Advisory Committee Meeting

Quarterly Meeting

Friday, January 30, 2026 | 1:00 p.m. - 2:00 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: Staci Wilson, Catawba Valley CC
Yolanda Bolden, Forsyth County PL
Abby Moore, UNC Charlotte
Melissa Oleen, Rowan Public Library
Will Ritter, Wake Forest University

Jennifer Smith, Alamance CC
Karina Soni, UNC Chapel Hill
Alison Van Norman, Elon University
Dawn Walton, UNC Wilmington

ABSENT

Sheila Killebrew, Davidson County PL
Morgan Pruitt, Central Carolina CC
Karina Soni, UNC Chapel Hill

NC LIVE STAFF

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

MEETING GOALS

1. Form proposal review committee for the 2026 Annual Conference
2. Discuss vendor promotional and print materials
3. Review ongoing projects and expected outcomes

AGENDA

- Welcome & Updates
 - Heather Day has left the OPPAC, leaving an NCICU vacancy.
 - Welcome to Yolanda Bolden, our new public libraries representative!
 - Strategic planning update

- Announcement of Spring “water cooler” discussions (volunteers needed)
- Annual Conference Planning
 - Call for volunteers to review conference proposals
 - Discussion of guidelines for groups that want to table at the annual conference
 - OPPAC suggested guidelines that Sophie will draft into a formal proposal for the EC to approve.
- Vendor Materials Discussion
 - Discussion of promotional materials most useful to member libraries.
- OPPAC Project Updates
 - Review timelines, scopes, and expected outcomes for each of the OPPAC projects this year.
 - One-pagers by community are posted on promotional materials page
 - Communicating Value Task Force
 - Committee members agree that those topics/priorities seem accurate for all COIS and discussed the best materials for communicating with stakeholders.
- AOB & Member Updates
- April meeting planning
- Adjournment