

Outreach, Promotions, and Partnerships Advisory Committee Meeting
Quarterly Meeting

<https://ncsu.zoom.us/j/99434630436?pwd=MXA3OGp3a3RsOEpl1aDByZWR6M3Fqdz09>

Or dial: +1 929 205 6099 | Meeting ID: 994 3463 0436 | Passcode: 249427

Thursday, April 21, 2022 | 2:00pm - 3:30pm

[Slides](#)

COMMITTEE CHARGE

The Outreach, Promotions and Partnerships Advisory Committee (formerly the Publicity Advisory Committee) 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: Suzanne Bartels, Guilford College
Joel Ferdon, Stanly Community College
Abby Moore, UNC Charlotte
Melissa Oleen, Rowan Public Library
Chris Robinson, UNC Wilmington

Sherrill Shiraz, Queens University
Karina Soni, UNC Chapel Hill
Erik Sugg, Wake Technical Community College

Did not attend:

Joanna Cox, Harnett County Public Library
Apryl Rosser, Methodist University
Trina Rushing, Henderson County Public Library
Staci Wilson, Catawba Valley Community College

NC LIVE STAFF

Amelia Rodarte, Community Engagement Librarian
Claire Leverett, Assistant Director
Rob Ross, Executive Director

MEETING GOALS

1. Finalize Annual Conference schedule
2. Gather OPPAC volunteers for Annual Conference
3. Discuss OPPAC's role with the Library Ambassadors Program

AGENDA

1. Welcome
2. Library Ambassadors Program
Claire and Rob present the Library Ambassadors Program
Discussion

3. Hybrid Events Rubric

Amelia shares the hybrid events rubric for OPPAC's feedback.

NOTES

- Some questions about the overall purpose and goal of the rubric. Is this a planning or assessment tool? This is a planning tool to help NC LIVE staff make decisions about event format going forward.
- Most people think this is a useful tool to determine what type event should be held
- Very thorough checklist to use
- If OPPAC members have further suggestions or questions, they can email Amelia

4. Annual Conference 2022

Registration update

Proposals recap

Conference program overview

OPPAC volunteers

NOTES

- 356 virtual vs. 78 In-person
- Amelia to send out a reminder email with information about the keynote to whip-up some more registrants
- Amelia reviews the proposals, OPPAC response, and conference program
- Would people whose presentations were not accepted be willing to lead a lunch discussion on the topic (digital literacy) of the conference?
 - Amelia will reach out to the presenter and ask if they would like to lead a discussion group or be otherwise involved in the conference
- In-person networking for students and early career librarians will happen during lunch
- OPPAC volunteers
 - Lots of interest in helping with writing Thank You cards to presenters. Amelia will delegate this task to OPPAC members
 - Abby will be attending in person and volunteered to help at the McKimmon Center
 - If anyone is interested in helping with discussion sessions on Friday, email Amelia

5. Annual Conference 2023

Asheville, NC

Date

Format - how to incorporate virtual? Similar format to 2022 conference?

NOTES

- AB Tech vs. UNC Asheville - concerns about tech capabilities and cost. Will likely be held at AB Tech (they've been super responsive so far)
- 5/19/23 tentative date

- Free registration (will always be free)
- Hopefully announce conference dates & venue at the conference this year!
- In the 2022 follow up survey, include a question about the hybrid format and ask attendees what they would like to see next year
 - Sched feedback
 - Schedule feedback
 - Livestream v. Recording

6. AOB; Member Updates

Chair update

Amelia's leave

- Congrats to Suzanne who will join the Executive Council which means we'll have a new chair in July
- Amelia will be on maternity leave this summer and Claire will lead the OPPAC meeting

7. Next Meeting

TBD - July 2022

Doodle poll

8. Adjournment