CLS Communications Committee Annual Meeting Minutes

When: Sunday, June 27 from 8:00-10:00 am.
Where: Embassy Suites Convention Center, Capital A

In attendance: Pat Duck (newsletter), Diane Fulkerson (collib-l co-manager), Irene Herold (CLS past chair), Shellie Jeffries (website), Beth Kennedy (virtual member; Website of the Month), Melanie Maskin (collib-l co-manager), Jennifer Turner (committee chair)

Christine Whittington sent her regrets at being unable to attend the meeting due to a last minute conflict.

Agenda and Minutes:

1. Updates on "To Dos" from the Midwinter Meeting
   Jenny went through the to-dos from midwinter and provided updates. Findings included:
   a. The CLS website is hosted on Collage for now, but is likely to move to Drupal in the near future. We are able to use other platforms for our website, but having technical support from ACRL is ideal.
   b. The review of the website has been done and there are lots of areas for improvement!
   c. Jenny is now an administrator for the CLS Facebook group. She can and will share this power.
   d. We have additional members on our committee as per Jenny’s request. They are virtual members. At the time of the Annual meeting, Jenny did not yet have contact information for these individuals.
   e. The University of IL at Urbana-Champaign still archives print copies of the newsletters, even though we have moved to an online format.

2. Next steps for:
   a. Website

   Now that the review is done, Shellie will try to do a mock up of how she envisions the site might be organized. She will share it with the group for comment. General consensus was that anything would be better than what we currently have. Jenny, Diane, and Pat all have access to people with web design experience that they will pull in if/as needed. Irene mentioned that Yale’s ‘Personal Librarian’ page is excellent. We might use it for ideas.

   The new website should have a place to link to “In Print,” a resource the CLS Research Committee will work on updating (“In Print” serves to guide college librarians to appropriate journals to approach for publication). Jenny is working with the CLS Research Committee Chair to hash out the details.

   b. Social Media
Twitter - instead of setting up a CLS account, we will set up and publicize a hashtag (#CLS, or something similar). This will allow all CLS members to tweet about CLS-related activities/articles/etc.

Facebook - our page should be moved to a Fan page (static URL). Jenny will do this and work on tying in the CLS twitter feed (or look for a more knowledgeable volunteer to do the tie-in).

Wiki - this seems to be mostly dead. Jenny will post links on the wiki to where our information is now being updated (website, ALA Connect, Facebook)

c. Other

Nothing beyond what is covered elsewhere in the minutes.

3. Collib-L update and discussion of policy

Melanie and Diane took over co-managing the list in May and things seem to be going well.

Policies: Irene remembers that old list posting policies prohibited posting event locations; there have been quite a few event locations posted recently. Also, there were specific tags for types of posts (ex: [Position]). Jenny will check with Adam to see if posting policies have changed.

Under the “Ground Rules” section of the Collib-L Discussion List Information page, Shellie will add a section called “Guidelines for Courtesy” or “List Etiquette” (or similar). This section will contain the etiquette ideas Melanie shared at the meeting.

4. Newsletter update

Pat continues to struggle with content for newsletters. Irene reports that in the past, newsletters included brief summaries of CLS committee meetings/proceedings. Chairs of committees will be asked to submit to the newsletter. For the upcoming newsletter, Jenny will make sure to do a write up on what the Communications Committee has been up to. Irene will submit something on the New Leader Orientation that was held on Friday evening before the Friday Night Feast.

On a related note, a project to digitize past newsletters that are archived at the U of IL was discussed at the CLS Executive Council meeting on Saturday. These digitized files will then be posted on the CLS website. Pat will check to see if the University of Pittsburgh has these files. If so, she will work on getting them digitized. If this is not possible, a message may be sent out on collib-l looking for a local volunteer (or volunteers) to photocopy newsletters at the U of IL. CLS will reimburse photocopy charges.

5. CLS Strategic Plan Implementation - what can the CLS Communications Committee do assist? (http://www.acrl.org/ala/mgrps/divs/acrl/about/whatisacrl/strategicplan/index.cfm)

Removed from agenda.
6. Virtual committee members - how can our committee best involve these individuals? How can we serve as a model to other sections?

As a virtual member, Beth thought that the “To Do” list was helpful. It’s nice to have something that can be accomplished on a regular basis (like the website of the month). Other ideas that were kicked around included:

- A partner on the committee
- Post-ALA Annual and Mid-Winter Meetings (August-ish and March-ish?)
- Introductory email to committee at the start of each term
- Update ALA Connect profiles

7. Other?

Website of the Month - Beth is having problems finding quality websites from libraries in all 50 states with 5,000 FTE or fewer (as per the guidelines). Is it worth bumping the FTE up to ~7,000 FTE? In the following discussion, we decided it might be worth looking to see if some of the more challenging states have “feeder institutions” that could qualify. Also, the guidelines are not hard-and-fast rules. Finally, while it is a good goal to try to find institutions from all 50 states, this might not be do-able.

To dos:

Jenny:
- Forward Pat an email containing emails for all existing committee chairs.
- Summarize committee meeting for the newsletter
- Investigate/designate a CLS hashtag for twitter (with Melanie). Publicize on Facebook and collib-I
- Move Facebook page to a Fan page; publicize the URL on collib-I and in the newsletter.
- Post links on CLS wiki to where updated information may be found (Facebook, website, ALA Connect)
- Work with the CLS Research Committee on a place for “In Print”
- Check with Adam to see if collib-I policies have changed (is it now ok to post locations) and also see if we are missing anything else under “Ground Rules”
- Schedule post-ALA Annual meeting for August.
- Send out intro to the committee (who is on it, the charge, etc)
- Talk to CLS committee members that were unable to attend in person about tasks that need volunteers:
  - Set up Facebook-Twitter hash-tag tie in (investigate and do, if possible)
  - Look for/coordinate volunteers for CLS newsletter digitization project, if necessary
  - Look for volunteers to investigate the ACRL Librarian of the Month - what are requirements, etc - and write something up for the newsletter.

Pat:
• Send CLS Committee Chairs specific email(s) to submit newsletter content. Specify that this content should NOT simply be minutes from the meeting, but rather a paragraph or so summary of the committee’s recent work. Possible sources of articles:
  o Leadership Committee Chair (Barbara Bird) for the ProQuest Innovation Award
  o Sally Gibson: social at ACRL?
  o Candidates for ALA/ACRL board with CLS affiliations (we can’t really promote them, but we can list them for informational purposes)
• Send out a reminder of what constitutes ‘Kudos’ - these could be small accomplishments!
• Check to see if the U of Pittsburgh library school has copies of CLS newsletters that may be digitized.

Shellie:
• Mock up new site organization. Share with the group.
• Create a section for etiquette on the Collib-I page on the CLS website; additionally, make the link to the list archives more visible.

Melanie:
• Work with Jenny to designate a CLS hashtag
• Write up something (a paragraph) for the next newsletter about the CLS hashtag for Twitter.
• Share collib-I etiquette tips with Shellie for posting on the website. Also share with Pat for newsletter fodder.
• Send out etiquette tips in the next message(s) to the list

Beth:
• Look into ‘feeder institutions’ for possible Websites of the Month in the more challenging states.

All:
• Once Shellie has shared her design/organization ideas for the website, comment!
• Update ALA Connect profiles