

CLS Communications Committee Virtual Midwinter Meeting

CLS Communications Committee Meeting - November 18, 2010

Time: 10:00 am CENTRAL/11:00 am EASTERN

1. Introductions

- a. Regrets: Chris Whittington, Beth Kennedy, Lizah Ismail
- b. Present: Jennifer Turner (Committee Chair), Julia Bauder (Virtual), Pat Duck (Newsletter), April Davies (Virtual), Melanie Maksin (Collib-I), Shellie Jeffries (Webmaster), Lauren Jensen, Rebecca Sullivan, Eamon Tewell, Chris Millson-Martula (CLS Chair)
- c. Absent: Susan Montgomery (Virtual)

2. Updates

a. From the Executive Committee

- i. From Chris Millson-Martula (CLS Section Chair): section budget for FY2011—We are fortunate to have received an increase of 30% in our basic services allocation to \$2932 (from \$2250); this amount is in addition to \$250 for next year's conference program as well as \$2100 to develop a Webinar on accreditation. The basic allocation consists of a base amount of \$1000, which is supplemented by \$.75 for each section member over 200 as of August 31, 2010 (our membership numbered 2776 on that date). For your information, in the past three fiscal years, the section spent \$637, \$20, and \$740 respectively.
- ii. From Chris: ALA Emerging Leader for 2011 – CLS is sponsoring William (Will) Breitback, Senior Assistant Librarian at California State University, Fullerton.
- iii. Chris also commended the committee for our work, stressed the importance of the Communications Committee, and offered additional resources, if/as necessary.

3. Website

- a. Shellie Jeffries updated the committee on the new site. She has modified the design and cleaned up some links and deleted 150+ pages of old minutes and newsletters. These old materials have been replaced with PDFs, which will make future site maintenance easier.
- b. These changes have been completed in preparation for the move from Collage to Drupal.
- c. The committee may want to revisit the look of the site in the future, but Shellie recommended that we wait until the transition to Drupal is complete. The move will probably occur in Fall 2011.
- d. There are a few things that still need to be added to or updated on the site:
 - i. November "Website of the Month" (Beth Kennedy is working on it)
 - ii. Collib-I policies and etiquette suggestions (Melanie Maksin will send)

- iii. PDFs of old newsletters (Pat Duck is working to get them digitized and sent to Shellie)

4. Newsletter

- a. Pat Duck updated the committee on the newsletter. The fall issue went well and was recently sent out to CLS membership.
- b. Pat has one more newsletter (Spring 2011) and then her committee appointment will be finished. Pat offered to help anyone who might be willing to accept an appointment. Estimated time spent is 2-3 hours a month (Jenny concurred based on her previous appointment as newsletter editor).
- c. April Davies will consider assuming these duties. No official appointment or commitment has been made.

5. Archiving/digitizing project (Past CLS Newsletters)

- a. Pat Duck updated the committee on this project. The IS school at the University of Pittsburgh has back issues of CLS Newsletters and told Pat that they would digitize them. These will then be sent to Shellie, who will post them on the website.
- b. Shellie still has the list of missing issues and offered to resend it to Pat after the meeting.
- c. Pat will get in touch with the school again to check on progress.

6. Other To Do items from the last meeting:

- a. Follow up w/ Melanie Maksin (collib-I) and Beth Kennedy (website of the month)
 - i. Melanie was present to update the committee on the collib-I listserv.
 - 1. Diane Fulkerson (co-manager of the list) has had to send some messages to for-profit businesses that were attempting to advertise.
 - 2. Melanie has been handling most of the day-to-day issues and will send the policy and etiquette guidelines to Shellie for website posting. After they have been sent to Shellie, Melanie will also post some reminders to the list. Overall things seem to be running smoothly.
 - 3. Pat offered to publish the guidelines in the next newsletter; it was agreed that this would be a good idea.
 - 4. Jenny emailed Adam Burling at ALA to make sure we weren't missing any essential pieces in our listserv policy. After the meeting, she received an email suggesting that we add something prohibiting political discussions to our policies. This information was forwarded to Shellie, Melanie, and Diane.
 - ii. Beth was unable to attend, but sent a report prior to the meeting.
 - 1. She is working on the October-November website of the month.
 - 2. A replacement is needed for the Website of the Month starting

Jan. 1, 2011.

- a. Julia offered to take over this position for the Jan-June time period. Her committee term is up in June, so at that time we may need another volunteer.
- b. Rework CLS Facebook page
 - i. Jenny recently shared admin privileges with Chris Whittington and Lauren Jensen.
 - ii. Lauren and Chris researched our presence on Facebook and found that it is not possible to change our Group to a Page. The Facebook Page would need to be created from scratch, but we would have more functionality - for example, our postings would display in people's news feeds.
 - iii. Jenny will find out if we need permission to switch from using our Group to using a Page, but does not think this will be an issue.
 - iv. Once we transition to the Page, we will advertise it on the listserv, website, and in the newsletter. We will also post the change to the current Facebook Group, to try to catch those members.
- c. Twitter hashtag (Jenny & Melanie)
 - i. Melanie Maksin reported on some of her findings regarding Twitter and library associations using it:
 1. Not many sections are using hashtags, but LITA is
 2. LITA uses the hashtag #lita and has their own account: twitter.com/ALA_LITA
 3. It was agreed that we will set up a Twitter account for CLS (Jenny will do this) and designate a hashtag. Julia offered to help with posting content using the login information. Melanie offered to help Jenny with brainstorming and account set up, as needed. Jenny will look into sharing the login information to all CLS Communications Committee members through a private/locked document on ALA Connect.
 - ii. Jenny did some looking into hashtags and found that #acrlcls seems to be unused.
- d. Twitter-FB tie-in
 - i. Julia Bauder has done research on this and offered to share it. Lauren also offered to look into it.
- e. "In Print" publication (coordinated by the CLS Research Committee)
 - i. This was mentioned at Annual, but Jenny has not heard from the CLS Research Committee since that time.
- f. Send out intro to the committee (Jenny) - DONE
- g. Examples of Kudos (Jenny to Pat) - DONE

- h. Comm Committee write-up for newsletter (Jenny) - DONE
- i. ACRL Librarian of the Month (Chris and Rebecca)
 - i. Chris Whittington and Rebecca Sullivan researched this and wrote up a piece for the Fall newsletter.
 - ii. It is actually "ACRL Librarian of the Week."
 - iii. Rebecca offered to send the news piece to Shellie for posting on the website.
- j. Updating ALA Connect profiles (All)
 - i. Due to time constraints, any discussion on this will occur on ALA Connect.
- k. ALA Connect for committee updates (All)
 - i. Due to time constraints, any discussion on this will occur on ALA Connect.

7. What's next?

- a. Chair for the committee needed for 2011-2013
- b. Annual Meeting - NOLA (June 23-28) - historically our committee meeting has been on Saturday or Sunday morning (in person)

8. Other

- a. None at the conclusion of the meeting. Any "Other" topics will be discussed on ALA Connect.

The meeting concluded at 11:36 am Central/12:36 Eastern