

NEOS Communications and Promotions Meeting
Wednesday, February 3, 2010
Cameron Library, University of Alberta
9:00 a.m. – 10:30 a.m.
Minutes

Present: Linda Harris (Chair & Recorder) (Cross Cancer Institute); Anne Carr-Wiggin (NEOS Manager); David Sulz (AGL-CAP)

Via teleconference: Kieren Bailey (Canadian University College), Michelle Edwards Thomson (Red Deer College)

Regrets: Jan Bradley (invited guest); Renee Morrissey (Alberta Innovates-Technology Futures)

1. Call to order/Welcome

Linda welcomed the Committee's three new members: Kieren Bailey (Canadian University College); David Sulz (AGL-CAP); Renee Morrissey (Alberta Innovates-Technology Futures) and thanked them for volunteering to be committee members.

2. Additions to agenda.

No additions to agenda.

3. Chair's report to NEOS Directors' December 2009 meeting

Linda reviewed the highlights of her Chair report submitted to the NEOS Directors' December 4, 2009 meeting.

Highlights

a) Since the May 2009 NEOS Directors' meeting, the Communications and Promotions Committee held 3 meetings : i). Monday, May 25, 2009; ii) Special Meeting - Thursday, July 2, 2009 – NEOS website brainstorming session; iii) Teleconference – NEOS website - August 19, 2009 (Linda and Michelle)

b) NEOS 15th anniversary *NEOS: Past, Present, and Future* celebration at the Mini-Conference, June 12, 2009, Grant MacEwan University. Peggy Yeh chaired the NEOS History Sub-Committee and the Committee produced the NEOS timeline and chronology (for the NEOS website); the NEOS milestones document; and the "*Who are they? Where are they now?*" document – all in celebration of NEOS' 15th anniversary.

c) Future projects: The Committee will be working on several projects in the New Year, including amalgamating the Committee's 3 documents (Framework, Visual Identity Guidelines and Listserv guidelines) into one document; investigating the costs for NEOS note cards, and investigating costs for revising the NEOS bookmarks or a "bookmark" alternative.

4. NEOS website: Changes recommended for the website were implemented and we've received positive feedback about the changes. The Committee questioned whether we should keep NEOS news items on the "front page" or should we include this in the general NEOS information. Discussion ensued as to who uses the site. Members suggested using Google Analytics to see how people are using the website and how they are coming into the website. The CUC currently uses Google Analytics.

Action: Anne will ask Jan Bradley if we can use Google Analytics on the NEOS website.

Anne mentioned that some of the information is still not current and she will email the directors to send in updates.

It was also suggested to use a RSS feed on the website that staff could subscribe to and automatically receive notification about website updates.

Action: Anne will speak to Jan to see if a RSS feed could be added to the website.

Jan Bradley did not set up a coffee room/discussion area on the website as she was not sure what we would want to include in this area. A question we also need to answer is to who will be responsible for updating this area; what kind of information do we want to include; what are the intentions? (is it a blog, etc.?)

Ideas:

1) include citations for articles which may be of interest to the NEOS library community

2) a “*Did you know?*” or “*Of interest?*” (could include RSS feeds) – eg. Did you know that NEOS libraries circulate x number of books in one day?; Campus Alberta information

3) library and/or staff profiles (staff hobbies, etc.)

Linda suggested highlighting a particular NEOS library. Committee members could volunteer to write features and if members considered this too much work for one person, she suggested setting up a sub-committee. The NEOS membership could be polled for volunteers interested in assisting. She suggested that the former NEOS newsletter could be used for ideas. The committee needs to discuss further what we would like to feature in this area.

Action: Tabled until the next meeting.

Linda asked the committee (for homework) to try out the NEOS search engine and to report any quirky things to Anne.

5. NEOS strategic plan (Anne)

Anne is asking all committees to look at the NEOS strategic plan and see how the committees could fit into the plan.

The committee went through the document to see how the committee could contribute. Our ideas will go to Executive on Feb. 23, 2010.

Suggestions:

- a) create a how-to document on what needs to be done when a new NEOS library joins.
- b) host open houses at NEOS libraries – eg. Library crawls (similar to pub crawls).
- c) feature various libraries and/or staff on the website or include this information in a *Coffee Room* section on the NEOS website.
- d) explain software/programs like SirsiDynix® Director's Station™

6. Note cards (Anne)

Anne received some pricing from McCallum for approximately 200-500 note cards. The note cards will cost around \$.50/card (this is a ballpark figure). We are considering a top-fold card with the NEOS logo embossed or printed on the front of the card. Anne needs to see if there is money in the budget for this. The note cards would be used by NEOS members as thank you cards, etc.

7. Bookmarks (Anne)

Members agreed that we should maintain the bookmarks and we should keep the names of the libraries (and sites) on the bookmark. It was also suggested to add a city to the library names. Anne will make changes to the bookmark to show us what the bookmark might look like. She will also ask McCallum Printing Services to how easily these changes can be made and costs.

8. Merging Communications and Promotions documents (Linda)

Linda stated that merging the documents hasn't been as high a priority as the NEOS website so this project has been placed on the back burner for the time being.

9. Grant MacEwan University

Anne announced that Grant MacEwan University won't be joining the integrated library system for another year so the Committee doesn't need to do any promotion activities until next year.

10. Next meeting

Committee members agreed that Wednesday mornings would be good for meetings @ 9:00 a.m. Linda will send out a list of possible dates/times for next meeting.

Next meeting: To be announced.