

AGENDA ITEM: Public Awareness

ISSUE TO COME BEFORE THE BOARD AT THIS MEETING: Consider approval of the LoC service programs that the committee recommends for initial promotion.

RECOMMENDED MOTION FOR CONSIDERATION BY THE BOARD: --- This motion must be developed from the deliberations of the committee regarding which services to recommend to the board. It will be presented to the board during the committee's report.

GENERAL OVERALL PROGRAM UPDATE:

BACKGROUND:

The ad hoc Public Awareness committee was established via the Board's February 2001 planning session to accomplish two public awareness objectives:

Goal B, Objective 3: By the June 2001 Board meeting, the ad hoc Public Awareness Committee, in conjunction with the staff liaisons, will identify and present at least two LoC services that need to be promoted and ways of promoting them.

Goal B, Objective 4: By the August 2001 Board meeting, the ad hoc Public Awareness Committee, working with the CSL Information Officer, will ensure that LoC Board business cards will include the LoC mission statement (on the back of card).

CURRENT STATUS:

Objective 3: The committee will discuss all of the ideas generated by staff, by committee members at the last committee meeting, and during the April board meeting and will develop at least two LoC services to recommend to the board for near-term promotion. (See committee agenda, Exhibit A).

The committee will consider the overall purpose(s) that the public awareness committee's effort should try to achieve and on what audiences they propose their work focus, prior to deciding on recommendations of specific services to promote.

The committee will include in its recommendations to the board some proposed methods for promoting the services it recommends.

For **Objective 4**, cost estimates have been received for adding the mission statement to the back of the Board's business cards. The estimates are well within the amount of available state operations funding for the Library of California. Consequently, staff plans to order those cards as soon as possible after the June Board meeting. The board secretary will canvass board members for their needs for new cards at this time and develop an order accordingly, assuming there is no guidance to the contrary from the board.

The committee will also make a recommendation to the Board President about the advisability of this ad hoc committee become a standing committee of the Board. Depending on its recommendation, it will also develop a draft charge/purpose statement for consideration by the President.

Relevant Committee: ad hoc Public Awareness
Staff Liaison: Liz Gibson

AD HOC PUBLIC AWARENESS COMMITTEE

COMMITTEE MEETING

June 27, 2001 4:15 – 5:30

Waldorf 3

AGENDA

Consider promotion of at least two LoC services

25 minutes

1. Define intended audience(s) for board's public awareness efforts

Some Possible Audience Options to consider:

- The public
- State decision makers
- LoC Member/participating libraries and staff
- Non-LoC libraries and staff
- Specific types of libraries and staff
- All California libraries and staff
- Some combination of the above and/or others

2. Review of LCB public awareness committee's efforts in relation to other local, regional, statewide, and national public awareness efforts, either focused on libraries in general or on LoC programs and services in particular. What role(s)/purpose(s) should the committee focus on that are different from or complementary to those of the LoC regional library networks or statewide public awareness efforts and from other library-related public awareness efforts?

3. Possible promotions to consider

(NOTE: at the committee meeting this section will include a brief description of each of the options listed)

- a.) The LoC program as a whole, rather than individual services

Update brochure and fact sheets

- b.) Publicize the ILL service being piloted through all types of libraries, not just public libraries

- c.) Online, electronic data bases
(e.g. AMIGOS or Regionally-negotiated data bases)
- d.) Counting California
- e.) Literacy - human interest stories or results of programs
- f.) Children & YA
- g.) Other? Brainstorming of additional ideas by committee members and others attending the meeting.

4. Discussion of ways to promote selected/potential promotional efforts, such as:

- Blimps
- Bookmarks
- Posters
- Co-marketing with other promotions/commercial advertising (e.g. "Got Book?" ... reading and mustache)
- Billboards
- Balloons
- Radio/TV/Print

5. Development of recommendations to board.

Update on status of addition of LCB Mission statement to LCB business cards. (LG oral update) 5 minutes

Brainstorm committee charge/purpose statement 10 minutes

1. Consideration of committee recommendation to board president on standing committee status for committee
2. Brainstorm elements of a committee charge/purpose statement, to be drafted by chair and staff liaison following this committee input.

Discuss additional committee priorities for presentation to Library of California Board

5 minutes

Prioritize items defined in a. above that committee feels are important for future LCB public awareness efforts but which did not make the initial set of recommendations to the board. May include services, issues, activities, or processes needed which are identified outside of agenda item a. above, such as:

LoC program-as-a-whole options for consideration later by standing committee:

- Publicize mission/vision
- Develop and publicize LoC slogan
- Develop an image
- Develop LoC "tag line" for display with/on all LoC services

Others, from committee and meeting attendees: