



**NJLA College and University Section/ACRL-NJ Chapter  
Executive Board Meeting  
Friday, February 4, 2011, 10AM - via iLinc**

*Attending:*

Eleonora Dubicki, Julie Maginn, Mary Mallery, Paul Martinez, Dorothy Meaney, Denise O'Shea, Karen Pipher, Gary Schmidt, Steven Shapiro,

*Excused:* Trevor A. Dawes, Melissa Hofmann, Luis Rodriguez, Mark Thompson, Nancy Weiner, Sharon Yang

President's Report: There were 270 attendees at the VALE Users Conference. Based on the 120 evaluations received, breakout sessions were the most popular reason for attending, so librarians can see what others are doing, as well as network. Jim Neal's keynote was thought-provoking. The poster session layout (around the perimeter of the room) worked better than in the past and the 21 breakout sessions were well-received. Ideas for next year include longer breakouts and an earlier start; topic suggestions include the mandate for continuing ed/certification, influencing database vendors to follow standards, e-books and e-readers, and issues of relevance to smaller libraries.

On February 23, Eleonora, Dorothy, Mary and Trevor will meet with LISSA (the Rutgers student association) to discuss careers in academic libraries. Topics to include: job shadowing, the mentoring program, internships, taking courses in instruction, and the career info on our website.

The NJCC General Education Working Committee on Information Literacy Competency offered a definition of IL proficiency, and recommended five IL learning outcomes be adopted for General Education course status; this was approved. They are looking to separate information literacy from technology literacy on the General Education Schedule.

Mark Thompson has received two nominations for the Distinguished Service Award; executive board members should vote by February 11.

Ten sessions were accepted for the NJLA Conference (the list went out with the agenda for this meeting), including the luncheon, several tech sessions, and two user ed sessions which were scheduled for the same time. Next year there may be a change in venue and/or micro-conferences instead; PLA will be in Philadelphia at the same time NJLA is scheduled and this will impact vendor participation.

Committee Reports

Research (Melissa Hofmann and Karen Pipher): The VALE poster session was well-received and several people indicated interest in the research roundtable. An NJLA poster session proposal was submitted. The Research Award nomination deadline is February 7; so far there are 8 nominations for the award and one for the research forum.

Technology (Denise O'Shea): A good number of proposals were accepted for NJLA. There are three nominations so far for the Technology Achievement Award; the email call for nominations will go out again in the hopes of attracting more. The competition is March 18. It was suggested that Rutgers be reminded to nominate NJVid.

User Education (Nancy Weiner): No report.

Membership (Paul Martinez): Paul is working on an article with the NJLA Membership Committee about the benefits of joining CUS. His perspective is that of a 1-5 year librarian and he would like others with varying years of experience to contribute as well. Gary volunteered (and Trevor was nominated in absentia); a note can go in the newsletter about it.

Newsletter (Julie Maginn): The call for submissions for the next newsletter went out and Julie has 2 or 3 articles so far. We discussed a request from a vendor to contribute an article and decided that it would be preferable to have a piece from a library about their experience with the vendor rather than something from the vendor directly. The deadline for the next newsletter is early March; it will highlight career resources, and may include ACRL session info if that can be collected easily. Julie also shared that she is considering changing the web version of the newsletter from pdf format to a web forma. While she is more familiar with pdf, web platforms provide more interactive possibilities. It's possible to incorporate both. The new Marketing and Communication Committee can consider this further.

Nomination (Steven Shapiro): Denise O'Shea has agreed to be the nominee for VP/President-Elect. We now have a full slate.

Legislative/VALE Liaison (Luis Rodriguez): No report.

NJLA Liaison (Gary Schmidt): The NJLA Executive Board is dealing with the "de-municipalization" of public libraries and the bad budget situation, budget caps, and intellectual freedom issues. We would like action with respect to conferencing software for statewide use. In addition we are promoting the idea of a statewide information literacy forum for all types of libraries; this would be an ongoing conversation rather than a specific event. Gary also reminded us to keep an eye on the Kuali OLE project.

Marketing and Communications Proposal (Mary Mallery): A proposal to form a Marketing and Communications Committee was sent out ahead of the meeting (attached). A task force of Mary, Denise, Julie, Paul and Trevor developed an outline for responsibilities and oversight based on the Washington state model. The purpose is to maintain an effective brand strategy for CUS, increase links with stakeholders, coordinate all electronic forms of communication and implement relevant social networking tools. The proposal was unanimously approved. The committee will choose its own chair.

Old Business: The minutes from the December 3, 2010 meeting were approved at the end of the meeting after a quorum was present.

New Business: None.

Good of the Order: Nothing further.

Next meeting: March 4, 2011, via videoconference at Montclair and Monmouth.

Respectfully submitted,

Dorothy Meaney  
Secretary



## COMMITTEE: MARKETING & COMMUNICATIONS

### BOARD OVERSIGHT: CHAIR FOR MARKETING & COMMUNICATIONS COMMITTEE

#### MISSION

The mission of the Marketing & Communications Committee is to expand the College and University Section (CUS)'s presence and influence, as well as enhance its image and credibility inside and outside the organization.

#### GENERAL

DESCRIPTION The Marketing & Communications Committee is responsible for:

#### 1. Creating and maintaining an effective brand strategy for CUS and its communications.

- Coordinate with NJLA and ACRL to develop brand standards (e.g. use of logo, fonts, colors, etc.) to ensure the professional appearance of CUS materials and activities.
- Create tools to help Board members communicate CUS's mission, vision and values.
- Generate expectations for how Committees and Board members promote and market workshops, programs and other activities.

#### 2. Increasing marketing and communications links between CUS and its stakeholders.

- Develop and implement a Strategic Communication plan aimed at increasing awareness of CUS's mission, activities and the issues facing academic libraries.
- Contribute timely and accurate content for CUS Websites, wiki, Facebook page, and other publications.
- Strengthen communications with other library-related organizations and associations.
- Support the planning for the VALE Users Conference and the annual NJLA Conference.

#### 3. Coordinating and improving all electronic forms of communication, including listservs, email groups, newsletters, etc.

#### 4. Researching, evaluating and implementing relevant social networking tools for CUS.

#### Meetings:

The Marketing & Communications Committee meets quarterly and reports to the CUS Board meetings, with additional meetings held electronically or via phone (as needed).

**Committee Composition:**

The Marketing & Communications Committee is chaired by the Coordinator of Communications and is open to any NJLA and ACRL member who has an interest in serving. A minimum one-year commitment is expected of participants with the possibility to serve longer if desired. Interested members should contact the current President of the NJLA CUS to discuss joining.

In addition, the Marketing & Communications Committee will also include the:

- NJLA CUS Newsletter Editor
- CUS Webmaster
- CUS Membership Committee Chair or Representative
- CUS Technology Committee Chair or Representative