

**ARC COMMUNICATIONS COMMITTEE MINUTES**  
**18 December 2013**

**Presiding:** Ann Pederson

**Members:** Bonnie Allen; Stewart Bodner; Kelly Broughton; Melinda Cervantes; Gwen Ebbett; Ian Fairclough; Cheryl King; Jane Treadwell (ARC Chair)

**OCLC Staff:** Pamela Bailey; Susan Saggio; Sara Mudd;

**Scribe:** Pam Bailey

- ❖ The Chair welcomed all the participants to the meeting. She introduced the ARC Chair, Jane Treadwell, who thanked all of the participants and said the number one issue is communications.
- ❖ The Global Council Communications Committee: The Chair reminded the group that they should be cognizant of what is happening as part of the Global Council Communications Committee, which she is a member. That Committee is charged with two-way communications, with representatives from all three regional councils. The ARC ambassador discussion was mentioned. The biggest question that was addressed was membership and what it means to be a part of a cooperative. With the change in OCLC leadership, Skip Prichard is looking at the structure and it will be the responsibility of the Communications Committees to help to convey any changes in strategy or direction.
- ❖ ARC Ambassadors: Ann mentioned that they welcomed the newly “deputized” delegates from the ARC delegates to the Global Council. Now we will need to conduct some training sessions. Ann thanked the people who had created the first training program mentioning that only a few slides in the deck need updating. She will be conducting training in January before the ALA meeting where we will need Ambassadors for the ARC meeting.
- ❖ ARC Meeting Midwinter in Philadelphia on January 24<sup>th</sup>: Our meeting is at the Marriott at 11:00. The theme is explore, share, magnify. The idea of change is one being offered by the new CEO, who wants to use this time examine and then move forward. The guest speakers include Tom Worley who will be featured on video talking about cooperatives. The symposium to follow is called the *Hope and Hype of MOOCs* and will feature a panel discussion. Part of the meeting will be a table discussion, and that’s where we need the Ambassadors. We will ask Ambassadors to serve as table hosts who will lead and record the discussion. Specific detail will be provided before the luncheon. Please send Ann a note if you are planning to attend. Registration is available on the OCLC website and we would be happy to have volunteers to help with the online session.

Bonnie Allen urged us to be certain to mention boldly on the announcement that the ARC meeting is open to all. She’s gotten feedback that some people believe it’s a committee meeting rather than an open meeting. Ian Fairclough added that it is confusing as to who is a member. Stewart Bodner said that with the goal of being more inclusive, we need to make this announcement boldly. At this point, many institutions may believe that only the designated contact person at the institution is a member. The Chair added that is one of the reasons it is incumbent upon the Ambassadors to relay this information broadly using their networks and contacts.

Jane announced some additional changes to the meeting. The Board Chair’s talk with focus on the strategy of the Board, rather than the procedural process and Skip will discuss what he’s heard over the last six months. Jane’s talk will focus on what has happened during the previous ARC meeting.

And of course, the speaker on cooperatives to help members understand what it means for OCLC to be a cooperative. The Chair (with assistance from the OCLC staff) is responsible for developing the questions that will be posed at the meeting. At the last ALA, we were able to have most tables covered by Ambassadors who helped lead discussions and as a result, got some excellent information that we could use for feedback. Ann agreed and said that Ambassadors should have those questions BEFORE they take off for ALA.

- ❖ Ann asked if there were other comments: Ian asked about the OCLC listservs and would like specifications on what is appropriate for email lists. He commented that we can use them more than we currently do.
- ❖ Ann announced we will put out a poll to schedule a routine meeting time starting with our February meeting.

ACTION ITEM: Make sure that when the announcement for registering is done that the meeting is open to all - - Pam Bailey

*Respectfully submitted by Pamela Bailey*