

**ARC COMMUNICATIONS COMMITTEE MINUTES**  
**18 February 2014**

**Presiding:** Ann Pederson

**Members:** Bonnie Allen; Stewart Bodner; Melinda Cervantes; Gwen Ebbett; Ian Fairclough; Oleg Kreymer

**OCLC Staff:** George Needham; Sara Mudd

**Scribe:** Pam Bailey

- ❖ Ann Pederson welcomed all the participants to the meeting. The minutes of the December meeting were approved.
- ❖ The Americas Regional Council Annual Plan - Calendar: Ann commented that the ARC Chair, Jane Treadwell, had as one of the first items on the plan a calendar. Sara Mudd volunteered to send a copy of the calendar OCLC currently keeps to the group. Melinda Cervantes mentioned that previously, the target was to assign individuals to attend events on the calendar. Gwen explained that their advisory group in Canada has identified their two major conferences where many different library types gather. Ann asked about their current model and whether it might work elsewhere, particularly in the Caribbean.
- ❖ ARC Ambassadors, expanded role and participation: Bonnie Allen asked if we had current feedback on activity and levels. Ann answered what logs OCLC has are requests for involvement of Ambassadors at its events, and Sara Mudd offered that we've had few requests. Stewart Bodner asked if the designated voter for each library tries to communicate with others in his/her institution. He noted that the goal is to build depth within the institution. George commented we had never used the voter designees other than to vote, but asking them to serve as informal ambassadors was a good way to get to the line staff. Simply asking that designee to forward messages to the appropriate staff may be a way to engage staff with OCLC, as well as to help us live up to the goals we've stated in various documents. Ann thought perhaps we could send more targeted information aimed at line staff, particularly in research and member services. George said we must keep in mind that the key to the message is the "what's in it for me, my institution, and/or my users?" Ann summarized it as revitalizing the awareness of what OCLC offers individual libraries as members. Gwen said that most of the communication is not about ideas, rather just facts or invitations. Revitalizing awareness requires a champion. Melinda said that tweeting (particularly by those with a lot of followers) helps to get the discussion started, but it does require a lot of time and dedication, which makes it difficult to do with volunteers. George added its often easier to participate in other people's conversations than to drag them into a new one. Melinda said she and others are starting to partition where the conversations take place, for example, professional conversations are done on LinkedIn.
- ❖ Ann provided feedback from the ARC symposium meeting, including conversation on Twitter. Ann asked if Twitter might be a good mechanism for keeping that conversation active. Bonnie reminded us that email still comes up in surveys of members as the way libraries want to hear from OCLC. Oleg asked what statistics OCLC keeps from the email distributed. Sara responded that we just look for a "bump," a reaction to the email we send, but that there are some statistics available. Oleg asked about the use of OCLC forums. Sara will investigate.

- ❖ Ann asked for follow up on the forums, forwarding information to the voting members, and publishing the OCLC calendar. Our next meeting is March 18<sup>th</sup>; Ann asked if we could try to think about how to get to line staff in preparation for that meeting. Ann asked that someone from Member Services sit in on the next meeting.

ACTION ITEM: Come prepared to discuss as our topic how OCLC should reach out to the line staff.

*Respectfully submitted by Pamela Bailey*