

ARC Communications Committee
Thursday, 17 January 2013

Presiding: Wilbur Stolt

Members: Theresa Byrd; Melinda Cervantes; Lorraine Haricombe; Lisa O'Hara

OCLC Staff: Sara Mudd; Pamela Bailey

Scribe: Pam Bailey

- **Minutes of the last meeting were approved**

- **New Dropbox option for Global Council Communications Committee –**

At the Global Council Communications Meeting we talked about a website where regions could share documents on communications, including the Ambassadors, EMEA emails and newsletters, etc. OCLC has created a file using the Dropbox website where we can share documents. The box has 5 folders, one for each region, one for GC comm. Task force recommendation, and one for miscellanea. For our committee, we should put the task force materials, ambassador's brochures, ARC brochures, framework document (after we ensure that it doesn't say draft) and minutes. If there is anything else you'd like to consider, send an email to Wilbur. If there is anything for the Global Council Communications Committee, Wilbur can have that considered at their next meeting which he believes should be between now and April before the next Global Council Meeting.

- **Launch of the ARC Communications Framework –**

We have a tentative date of February 15 from 3-4 Eastern time (but subject to change) as our kick-off for our webinar to cover the training for this. The framework is asking for Ambassadors - - all the delegates and volunteers, to help us with communications process within the ARC region. We will start with a report from the ARC meeting including the presentation on big data. We want ambassadors to report out to their regions and affinity groups and ask for feedback, including their opinions and questions for OCLC.

So each of you are considered ambassadors and watch for email on the webinar and additional information.

- **Credits/Initiatives Update -**

There will be additional focus groups on credits and incentives and how they impact member libraries. The task force is planning for recommendations to be issued for the April Global Council meeting. There have been more than 300 people who participated in the webinar and a large number of focus groups. So there shouldn't be much concern about how this has been communicated, however, we need to be conscious of how it's being considered.

Teresa added that after the information went out to cataloging staff there was an active discussion and that the steps being taken to ensure this is discussed are good. Wilbur said he did volunteer that as a

topic of discussion to be carried forward by the Ambassadors, but that there was concern that this “hot topic” might be too controversial to lead with so we moved away from that. He asked if there was anything else we should be advising OCLC on this?

Melinda responded that not using this topic first off was the right decision, but that she did sign up for the listserv and has been monitoring activity. She said that I has been quiet more recently since the initial questions were already addressed -- it’s calmed down over the last 6 weeks.

- **OCLC “Collective Insight” Initiative –**

OCLC has introduced a programmatic plan to engage the membership in conversations regarding what might drive the work of the cooperative in the future. The current plan is called “collective insight” series and will be discussing “big data,” and the impact of “shared data.” We will begin to hear about this program starting at ALA. We are using the ARC meeting symposium topic that will be delivered by Alistair Croll as the launch. Sara added that OCLC has made significant progress that we will run by the committee in the next weeks with a lot of online and in-person events. We’ll use the listserv as our communications vehicle.

Wilbur said we’ll watch this going and look for opportunities for participation as we go forward. He reminded OCLC staff that, “We are here to help.”

- **ARC Meeting at ALA Midwinter -**

The committee was reminded that there has been a new call for ambassadors for the upcoming ALA event. We are looking for greeters at the ARC meeting along with other opportunities to get involved with the communications efforts for ARC. There are opportunities for working the OCLC booth available as well. We will also need people to lead table discussions at the ARC meeting. Email information for volunteers to Kate Gaylord who is coordinating.

Wilbur (who is unable to attend in person) has taped a communications report that will be delivered electronically during the meeting. There is also a reception that you’re invited to drop by.

- **Matters arising -**

From the Chair -- What should we be doing that we’re not?

Melinda mentioned that the April Global Council meeting in The Hague will probably generate a lot of interest and, from an ARC perspective, it should help open the door to what ARC libraries can glean from other countries. Lisa added it should be a good learning opportunity.

We will re-group after ALA and report back. The Chair advised we take the opportunity to work the “bus” -- the great lesson we’ve learned from Lorraine!