

ARC COMMUNICATIONS COMMITTEE MINUTES
20 June 2013

Presiding: Wilbur Stolt

Members: Theresa Byrd; Kelly Broughton; Melinda Cervantes;; Oleg Kreymer; Ann Pederson

OCLC Staff: Kate Gaylord; Sara Mudd; Pamela Bailey; Susan Saggio

Scribe: Pam Bailey

Dial in information for June 20 conference call

- ❖ Approval of revised May Meeting Minutes
- ❖ May ARC Executive Committee Meeting (See Barbara Preece's Summary)
 - The Chair issued his endorsement of Barbara Preece's summaries and communications efforts.
 - Membership Committee recommendations were approved with a Board action. The Global Council affirmed the action. This expands the definition of membership and in particular affects the ILS system owners. As we go forward, this communications effort on this topic as well as the credits and incentive program will be important from this committee.
 - A discussion about the "sense of community" that exists outside of the US ensued, and Oleg asked who would be responsible for communicating with them? Pam answered that OCLC is preparing a communications plan with input from the Global Council. Kate reminded us that the changes will not go into effect until next fiscal year, and the communications plan takes into response the timing. Oleg suggested that we use this opportunity to contact both new and existing members to remind them about their OCLC membership.

*****ACTION ITEM:***** Report back to this committee on the implementation plan for the membership communications. - - Pam Bailey

- ❖ June Ambassador Alert
 - We have distributed an Ambassador's alert and issued table instructions for the upcoming meeting in June.
 - Kate reported that Barbara Preece will lead the ARC meeting portion of the meeting. We also have 3 delegates from ARC regions outside of the U.S., a presentation from Board Chair Sandy Yee, and a presentation from CEO Jay Jordan. Following lunch John Baptist Michel and Erez Aiden speaking on "How to Read 5 Million Books."
- ❖ ARC Ambassador Table Duties
 - We will have a registration table with badges, explanations of duties
 - We will send out another call for Ambassador participation

- We also a small number who will also work at the OCLC booth
- Kate mentioned the virtual meeting was also going to be presented on a new platform for the first time. Oleg is going to be our Ambassador/moderator for the forum. Ann volunteered to help as well.

- ❖ Wilbur mentioned that at least OTHER library organization that has picked up on the Ambassador concept, as well as one other using driven by shared data. He mentioned that it's good that someone else has recognized our good idea.

- ❖ Forum update
 - Kate reported that Oleg is going to be trained for the first forum related to ALA activities.

- ❖ Wilbur announced and welcomed Melinda Cervantes as the Chair for the next year. He thanked the group for the hard work and achievements. The group then publicly thanked Wilbur for his service.

- ❖ Melinda Cervantes acknowledged we all have a busy job ahead and looks forward to the challenge.

- ❖ Wilbur adjourned the meeting.

NEXT MEETING: AUGUST 15, 2013 - 2:00 PM EASTERN

Respectfully submitted by Pamela Bailey