

**Americas Regional Council
Communications Committee Meeting Minutes
Thursday, September 15, 2011
1:00 – 2:00 p.m. Eastern Time**

In attendance: Susan Barnes Whyte, Wilbur Stolt, Lorraine Haricombe, Lynn Baird, Lisa O'Hara, Theresa Byrd, Helen Fried, Gwen Ebbett, Bev Obert, Kate Gaylord, Sara Mudd, Suzanne Lauer, Andy Havens

Excused: Bob Shupe, Oleg Kreymer

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Call to order: Kate

Minutes from August meeting: Approved.

Note from Wilbur: June and August minutes both need to be posted

ARC Executive Committee:

Wilbur Stolt attended the meeting and reported.

- Goals of ARC Executive Committee, as reported in last month's meeting, one of the Global Council goals for this year is to continue to improve communication and engagement. The ARC Executive Committee is very much interested in specific ways to do this, and will be looking to ARC Communications Comm for assistance and recommendations. Among the discussion items, were improvements to M2M website. The Executive Committee will be looking for help as to how to do this from this group, and from the Global Council communications committee. The Global Council communications committee will also leverage successes from the ARC, like the ARC Ambassadors Program—and look for ways to improve this program
- Bill Maes announced at the ARC Executive Committee meeting that two appointments have been made to the GC Communications Committee: Sarah Campbell and Karen Lequay. *(Correction: These were appointments to the Global Council Nominating Committee. The Communications Committee has not been chartered yet).* Wilbur recommended that the Executive Committee may want to appoint someone from ARC Executive Committee to this group. Bill Maes will talk to Berndt Dugall, Global Council President about this.

ARC meeting at ALA discussion:

- Evaluations from ALA Annual were reviewed. Kate mentioned that people appreciated having the ARC meeting dovetail with Symposium and it was suggested we do again. Stuart was strong supporter of this being combined but feels Dallas will not be as well attended as Annual. He suggested that we look at holding the meeting virtually. Kate commented that the ARC meeting and Symposium have both been offered as virtual, and we are planning to do that again. There were 150 attendees in person/150 virtual at ALA in New Orleans.
- Teresa and Lorraine shared that in-person meetings are very effective and valuable (New Orleans meeting was a good example). But then it was mentioned that at IFLA, we had uneven attendance. The IFLA meetings—the OCLC industry symposium (with Matt Goldner and Jay Jordan) and the OCLC reception were very successful and well-attended. The ARC/Global Council meeting wasn't as well attended due to conflicts some people had with the timing.
- Teresa feels we should think about potential conflicts with other meetings/events on Friday afternoon (e.g., ACRL). What about starting the ARC meeting earlier? One reason the schedule was moved to the afternoon at ALA Annual, was based on people flying in on Friday morning. The group discussed and decided that it wasn't feasible to hold a meeting separate from the ALA conference and /or holding the meeting on Tuesday following ALA because fewer people would be able to come. There was much discussion of times and lengths for the ARC meeting at ALA. Everyone agreed that no matter when you

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hold it—there will be conflicts. Everyone also agreed that the quality of the program and dynamic speaker will draw the people.

- Shortening the membership meeting was suggested. Wilbur said that the meetings provided a good opportunity to meet new ARC members, Global Council Delegates, etc., but that we could reduce the presentation time a little, consolidate the ARC meeting time and general reports, and offer more social time. The OCLC Board of Trustees “Open Forum” session worked well (as suggested from the evaluations) because it gave exposure of the board to general members. Perhaps we could have table topics with Board members and ARC Ambassadors at the tables. The suggestion was made to more fully merge the symposium and the ARC elements of the meeting.
- Kate said we could look at the Symposium a bit differently. What if we had one speaker, then have breakout groups, then come back to someone who addresses the topic from the first speaker. People could actually provide their input to OCLC in the breakout tables, especially if we made sure that a board member or Ambassador member was seated at each table. Gwen supported the idea of breakout tables because it gives people an outlet for their opinions, and way to ask questions.
- A dynamic speaker makes all the difference. For the symposium, Kate asked for ‘hot topics’ we want to talk about. Susan said one hot topic was ‘sustainability’ (Wilbur asked if this is connected to support). What is meant by sustainability? Programs up until now have been more ‘futuristic’ – how do we sustain what we have now (due to the economic times). This theme is on people’s minds
- Wilbur asked if there is a plan for another ‘Scan’ report which would address this topic. Kate said OCLC is taking a look at the survey responses that was sent to Global Council. She hasn’t really thought about this topic for the Symposium but it might be an effective presentation. General comments were made about studies from the previous Scan reports being thought provoking. Don’t have it go ‘too far out’ into the future, more ‘short-term’ focus.
- Helen and Lorraine suggested that this group could take more active roles as good strategy to convey what ARC is all about. It would help to have t-shirts, badges or something that distinguishes ARC members from OCLC staff. This could also be taken into the ARC meeting/Symposium, to use as a ‘meet and greet’ prior to the meeting.
- **Action Item: Kate will relay this feedback to ARC Executive Committee and propose a new meeting structure.**
- **Action Item: Sara to draft a Save the Date Member Update e-mail.**

Wikipedia update:

- Andy Havens noted the person working on this has three drafts which OCLC has reviewed. She has begun working on the Research section; Publication and Advocacy will be worked on next. Progress is being made!

Ambassador check in /conference representation:

- Kate sent out the list of conferences where OCLC will have a presence and reminded everyone to let her know if there is a conference or meeting they are attending, please let Kate know if you can do a ‘coffee chat’, etc., and OCLC will support this.
- Helen will attend the California Library Association; Lynn is attending the Idaho Library Association; Susan and Teresa are going to EDUCAUSE. There was some discussion about having badges and/or t-shirts for Ambassadors to support this effort.
- Wilbur asked if the list of conferences could be placed online for people to review. Kate will do this.

Global Council Communications Task Force Report:

Wilbur gave an update.

- The report was sent to ARC Communications Committee. It would be good for this group to review, especially going into the Global Council Meeting in November, as it will be discussed at that time. Wilbur would be interested in this group’s input. For the next meeting, please review this report and come prepared to discuss.

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Marketing Materials Sub-committee

No report at this time.

Next meeting is scheduled for October 20, 2011, at 2:00 p.m. Eastern Time.