

**Americas Regional Council  
Communications Committee Meeting Minutes  
Tuesday, May 8, 2012  
3:00 – 4:00 p.m. Eastern Time**

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**Welcome and Roll Call:** Wilbur Stolt

**In attendance,** Gwendolyn Ebbett, Theresa Byrd, Oleg Kreymer, Bill Maes, Bev Obert, Barbara Preece, Kate Gaylord, Suzanne Lauer

**Excused:** Lynn Baird, Lorraine Haricombe, Lisa O'Hara, Susan Barnes Whyte, Robert Shupe, Stewart Bodner

**Minutes from last meeting:** Approved.

**Update on the Global Council meeting – Wilbur Stolt**

- Six officers were elected to Americas Regional Council Executive Committee, and will join Barbara Preece, who will assume the Chair role, in June. Wilbur thanked Bill Maes, who is concluding his year as ARC Chair. [see full news release on OCLC.org](#)
- The Global Council elected two ARC members to the Board of Trustees - **Loretta Parham**, CEO and Director of the Atlanta University Center Robert W. Woodruff Library, and **Jennifer Younger**, Executive Director, Catholic Research Resources Alliance.
- The Global Council Communications Task Force has been created – Robin Green, chair held the first meeting. Lot of energy at the in person meeting during Global Council.
- This Global Council meeting held several roundtable discussions where members could discuss presentations and ask questions that pertain to membership. Wilbur noted that the ARC communication committee has contributed to this change in format.
- The Global Council delegates passed a resolution related to Linked Data in response to the Board request for guidance from Global Council delegates. Following an OCLC staff presentation about linked data and open data licenses, The delegates discussed the presentation and passed a resolution that endorses an Open Data Commons Attribution License (ODC-BY) as consistent with the WorldCat Rights and Responsibilities for the OCLC Cooperative. Kate added that part of the resolution also asked OCLC staff to provide more info including materials, education and implications surrounding linked open data.
- This was Jay Jordan's last GC meeting and there was opportunity for him to share his reflections; a resolution was passed honouring his contributions and there was a tribute for him. In Larry Alford's update, he said that an announcement of Jay's successor would be in early June.

**Update on Museum and Archives committee – Oleg Kreymer**

- Oleg reported that the Archives and Museums group met at GC. Notes were taken from this meeting and will be made available on the OCLC website. How OCLC communicates with museums and archives was the main theme of the meeting. Jim Michalko spoke about the past and current projects that OCLC Research staff are working on. OCLC Research has long tradition of working with museums and archives however, this collaboration is not currently active. OCLC Research is exploring options to revive the collaboration. For example, ArchiveGrid will soon be released as an OCLC Research prototype. Only two Global Council delegates are currently representing archives and museums: Oleg and Anne Van Camp

## **Vision of ARC for next year and related discussion – Barbara Preece**

- Barbara and Bill Maes joined the meeting to provide an update on current activities within the ARC Executive committee and to present the ARC Action Plan. The focus for next year is rebuilding community and awareness of the Americas Regional Council (ARC), but the Action Plan will be a multi-year set of activities
- An ARC subcommittee is currently looking at the bylaws to incorporate learnings over the first three years of the governance structure. For ex. We've heard that members don't know who is representing them or how. How do you establish these new constituencies? Wilbur added that the Communications Committee in the current bylaws is smaller and has a more limited function that has organically come out of the ARC communications committee. Barbara said they would take that into consideration in the recommendations to the bylaws.
- Barbara asked—what things do you think need to be done in next couple years. Theresa said Barbara and Bill hit on it—we need to find a way of what the networks stood for and how we recreate what networks did. Since Members Council became Global Council, we have struggled to get the message out. Gwen said concentration was at first—how to get people interested in the *Ning* site and it has now become very clear that we are not reaching deeply into the general membership of our libraries. Need a better way to take messages from OCLC and get out to committee members' listservs, state associations, etc.
- There was some discussion about refreshing the Ambassador program. Barbara plans to make the Ambassador role a requirement of being a GC delegate of ARC committee. Lots of discussion about how to target communications better -- Some folks are on 'overload' and others 'not enough.' We need to tie in recognition of professional development to being an Ambassador.
- New GC Communications Committee - Bill hopes the new committee will map-out and segment communication more precisely, so that communication gets to appropriate person/library staff. Kate asked that now there is a firmly established communication committee established within GC, what will be the defined task lists for each committee? Wilbur said one item going forward, as the GC communications membership should have link back to regional councils. Bill said that this was the intent. Issues can be quite different based on certain restrictions, etc. which need to be taken in to consideration. Kate gave a shout out to this committee and the original committee --for their input into forming the GC Communications Committee.
- Barbara said a priority in the Action Plan is to focus on the cooperative as a membership organization. Members should hold regional and virtual ARC meetings to determine member interest and concern. Deliver programs at the local and regional level.
- Members should also represent the ARC at professional meetings when possible. ACRL will be in Indianapolis in 2013 which would provide a good opportunity. Wilbur, Theresa, Barbara will develop proposal about OCLC and professional development opportunities.
- Gwen mentioned that this is happening in Canada. The CLA preconference will be a member meeting and symposium in Ottawa this year. The theme of CLA Symposium: "The Short and Long of Library Cooperation."

## **ARC at ALA meeting update – Wilbur/Kate**

- Save the date announcement was sent out.
- The agenda for the ARC meeting at ALA will be finalized by the ARC Exec committee at their next meeting. The keynote speaker is Phil Simon, author of "The Age of the Platform." He will speak on how Google, Amazon, Apple and Facebook use platforms to mobilize communities and make things happen.
- ARC Ambassadors will once again be asked to facilitate and greet members during the meeting. Kate will send out a list of roles.

**Other items**

- After three years of service (and the founding Chair of this committee), Bev Obert will be leaving to take on other things. Wilbur thanked her for her service and for being a mainstay of this group from its inception.
- Wilbur reminded the committee that meetings are now on the second **Tuesday of the month**. Bill added that the timing of this group's meeting before the ARC EC is helpful.
- Bill asked Wilbur if this Committee is interested in meeting in person again at ALA. Kate will send a note out via the listserv about this for their feedback.

**Meeting adjourned**

**Next meeting: Tuesday, June 12, 3:00 p.m. Eastern time**