

# **Outreach, Promotions, and Partnerships Advisory Committee Meeting**

Quarterly Meeting

Tuesday, July 8, 2025 | 2:00 pm - 3:00 p.m. | Zoom

## COMMITTEE CHARGE

The Outreach, Promotions and Partnerships Advisory Committee (OPPAC) is responsible for providing input to and feedback on the planning and assessment processes related to publicity, promotions, and public relations efforts. This committee also assists staff and the Librarians Council in developing strategies for outreach and partnering campaigns.

## COMMITTEE MEMBERS

CHAIR: Staci Wilson, Catawba Valley CC  
Joanna Cox, Harnett County Public Library  
Sheila Killebrew, Davidson County PL  
Abby Moore, UNC Charlotte  
Melissa Oleen, Rowan Public Library  
Morgan Pruitt, Central Carolina CC

Jennifer Smith, Alamance Community College  
Karina Soni, UNC Chapel Hill  
Alison Van Norman, Elon University

## ABSENT

Heather Day, Mount Olive University  
Will Ritter, Wake Forest University  
Chris Robinson, UNC Wilmington

## NC LIVE STAFF

Sophie Hollis, Community Engagement Librarian (Liaison)  
Julie Cline, Administrative Support Specialist

## MEETING GOALS

1. Nominate a preferred location and date for the 2026 Annual Conference
2. Select a preferred theme for the 2026 Annual Conference
3. Prioritize upcoming projects for the committee and NC LIVE staff

## AGENDA

- Welcome & Updates
  - Welcome to our new member, Alison Van Norman from Elon!

- Review 2025 Annual Conference Feedback Data
- Logistics Planning for the 2026 Annual Conference
  - **Decision:** Nominated dates for 2026 Annual Conference
  - **Decision:** Nominated 2026 conference venue
  - **Decision:** Nominated preferred conference theme
- Discussion of Priorities & Projects for the OPPAC and NC LIVE Staff
  - Committee selected four projects to focus on for the coming year.  
Volunteers signed up for each project.
- Discussion of NC LIVE Presence at NCLA
- AOB & Member Updates
- October meeting planning
- Adjournment