

Outreach, Promotions, and Partnerships Advisory Committee Meeting
Quarterly Meeting
Wednesday, July 13, 2022 | 2:00pm - 3:30pm

COMMITTEE CHARGE

The Outreach, Promotions and Partnerships Advisory Committee (formerly the Publicity Advisory Committee) 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: Will Ritter, Greensboro College
Joanna Cox, Harnett County Public Library
Joel Ferdon, Stanly Community College
Abby Moore, UNC Charlotte
Melissa Oleen, Rowan Public Library
Chris Robinson, UNC Wilmington
Apryl Rosser, Methodist University

Trina Rushing, Henderson County Public Library
Sherrill Shiraz, Queens University
Karina Soni, UNC Chapel Hill
Erik Sugg, Wake Technical Community College
Staci Wilson, Catawba Valley Community College

ABSENT:

Abby Moore, UNC Charlotte
Melissa Oleen, Rowan Public Library
Chris Robinson, UNC Wilmington
Trina Rushing, Henderson County Public Library
Sherrill Shiraz, Queens University
Karina Soni, UNC Chapel Hill

NC LIVE STAFF

Claire Leverett, Associate Director
Brittaney Myers, Admin Assistant

MEETING GOALS

1. Review Annual Conference feedback
2. Discuss Annual Conference plans for 2023
3. Give updates on fall events and NC LIVE Strategic Planning

AGENDA

1. Welcome to Will Ritter, new OPPAC Chair
 - Suzanne Bartels has moved to the Executive Committee.
 - Will was previously at Greensboro College and on the RAC. As of August 1, he will be at Wake Forest University.

2. OPPAC discussed Annual Conference Feedback that was received via survey on qualtrics and sched.
3. Annual Conference 2023
Asheville, NC
May 19, 2023 - AB Tech
Brainstorming- Theme/Keynote
 - Investigate options for hybrid format
 - Differentiate between virtual and in-person experience
 - Intentionally recruit and schedule in-person sessions

Open Discussion regarding the 2023 Conference format and theme.

- OPPAC discussed how to include more sessions that are relevant to public library staff.
- OPPAC discussed the hybrid format options, like one where recordings are released after the in-person session took place, instead of the in-person sessions being broadcast to a live virtual audience.
- OPPAC discussed how to make sure in-person attendees are given an in-person experience, instead of a virtual speaker.
- Virtual format for a keynote speaker is a plus because we can get an out-of-state speaker for the keynote.

Brainstorming - Theme/Keynote

- OPPAC discussed possible themes for the 2023 NC LIVE Annual Conference.

NC LIVE Strategic Planning Update

- NC LIVE EC will work with the executive planner to create a three year plan. Once completed, it will be released to all.

4. Fall Events

- Regional Workshop registration will be coming soon.
 - **September 23rd** - Resource Workshop in person at Cabarrus County Public Library
 - **October 7th** - Strategic Planning Workshop at Chapel Hill Public Library
 - **November 4th** - Leadership for Public Libraries Workshop
- Distinguished Speaker Series - will resume when Amelia gets back

5. AOB; Member Updates

6. Next Meeting
TBD - October 2022
7. Adjournment

