2013 Agendas and Meeting Notes of the
Minnesota Library Association
Communications Committee

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MLA Communications Meeting Notes, February 22, 2013, 2:00 p.m. – 4:00 p.m.
In attendance: Natalie Eierman, Rebecca Ganzel, Beth Gallinger, Amy Hanson, Megan Kocher, Chris Magnusson, Jody Wurl, Sara Ring.

Introductions
Natalie Eierman, Anoka County Library neierman@gmail.com
Rebecca Ganzel, St. Mary's University of Minnesota, rebecca.ganzel@gmail.com
Beth Gallinger, Dakota County Library, beth.gallinger@co.dakota.mn.us
Amy Hanson, Minnesota Indian Women's Resource Center, ahanson@miwrc.org
Megan Kocher, University of Minnesota Libraries, mkocher@umn.edu
Randi Madisen, Century College, randi.madisen@century.edu
Chris Magnusson, Hibbing Public Library, magnussonc@yahoo.com
Sara Ring, Minitex, ring0089@umn.edu
Jody Wurl, Hennepin County Library, jwurl@hclib.org
Kendra Meyers, Ampere! Liaison and Web Goddess, KMeyers@ampfyi.com
Kirsten Clark, MLA Board Liaison University Minnesota Libraries, clark881@umn.edu

Overview of the Communications Committee
Our role within MLA: Sara highlighted the MLA Communications Committee page on the website (http://www.mnlibraryassociation.org/committees/communications-committee). Other committees or subunits may communicate with their members, but the Communications Committee maintains the channels sent to all MLA members, which includes the MLA Roundup, Twitter, Facebook, and Flickr.

Overview of the guidelines we created last year: Sara pointed out the Social Media Guidelines and Communications guidelines that exist/live within the Google Drive account. Encouraged to take a look at them to familiarize yourself with what we do. These are also updated every year.

- TO DO: Finish the Social Media Guidelines (mainly, address the draft content at the very end of the document)

Conference Marketing Update
Sara Ring (Chair, Communications Committee), Chris Magnusson (Member, Conference Marketing subcommittee), Rick Eubanks (Chair, Conference Marketing subcommittee), and Kendra Myers (Web Goddess, Ampere!) met prior to the Communications meeting to discuss how the new Conference Marketing subcommittee and Communications meetings would interact. Chris Magnusson will attend both the Communications and Conference Marketing meetings, serving as liaison. We recommended at least one person from the Communications Social Media Subcommittee attend the Marketing group meetings as well, and fortunately Chris Magnusson is also on the Social Media subcommittee. Chris will keep us in the loop on conference marketing and vice version. Sara can be pulled in to help when needed. Will ask Social Media subcommittee to create a conference hashtag and FB Event page.

Goals for this year
What needs to be done this year?

- Explore use of online forum functionality within the new MLA Drupal site (Does the MLA Drupal implementation support listserv?): This was a question from MLA President Kristen Mastel. We can look at possibly using the online forum functionality within the new Drupal site as a way for subunits to communicate with one another. But, as far as Kendra was able to find out, there is no Drupal module that supports listserv functionality.

- Explore use of video at MLA Annual Conference: This was an idea that came out of the 2012
Communications Committee. We thought it would be fun to interview librarians/library staff at the 2013 Annual Conference. We could have a few set questions that we ask. A couple possibilities:

- What’s your favorite rock band?
- What Rocks about your library
- The “Shoes” question

Hennepin County has 4 flip cameras available (Jody Wurl). Jody will take the lead on investigating video as an option. She is presenting a session about using video at the Library Technology Conference March 20-21st.

Develop 1-2 page handout for subunits that explains current communication options and recommends a few best practices: This was a suggestion that came from an email conversation between Kristen Mastel and Sara Ring. It is intended to further promote the existing channels/options the subunits have for communicating to their own members, and the handout will also offer some best practices if the subunit does choose to create their own communication channel. We’ve seen a few subunits create their own FB pages, but there is no consistency in the use of the MLA logo, the name of our organization, etc. These are the kinds of “tips” we’ll be providing.

- TO DO: Sara will create the first draft and share with the group for comment.

Online conference schedule programs: Guidebook and Sched (may be called on to investigate these options): This was a suggestion from Kristen Mastel. Is it feasible to create an online conference scheduler that can be accessed via mobile devices for the 2013 conference?

- TO DO: Kendra will investigate. They have to have the discussion within Ampere! first.

Create guidelines for responding to advertisers when MLA office receives inquiries Early this year, we had a number of individuals and vendors contact the MLA office (via the MLA email address) and the web form, asking to help promote their new book or service. Currently, we don’t have any communication channels for these types of announcements. We thought it would be useful to have some guidelines to give to the MLA office staff and anyone else who may be contacted in this way. Guidelines would include sample requests and responses. Sara asked if we should consider having a communication channel just for these types of updates—would that be of interest to our membership? After some discussion, the group felt it would be extra work and probably not much interest in members wanting to receive this type of information. The guidelines will, however, include/list other resources we can point people to so that we can maintain good relations with anyone who contacts us, even though we have to say “no.”

- TO DO: Sara will create the first draft and share with the group for comment.

Introduction of Existing Subcommittees and Updates

Social Media: Jody Wurl gave an overview of what social media does, how we use Hootsuite to update Twitter daily if possible, and update Facebook at least 1-2 times a week. Members of this subcommittee take turns updating MLA social media, taking a week at a time. We need at least 2 members this year, minimum.

- TO DO: Create a Facebook Event page for the Fall 2013 Conference and choose a conference hashtag as soon as possible. Update: Conference hashtag will be: #mnlib13

Conference Communications Subcommittee
See the agenda item “Conference Marketing Update.” This is a group of 1 (Chris Magnussen) who serves on the conference marketing subcommittee.

Website/Logo Redesign Subcommittee
Rebecca Ganzel gave an update and introduction to this project for the new Communications Committee members. I’m included an email summary that was sent to the group on Feb. 28th. The goal is to unveil the new logo at the 2013 MLA Annual Conference (but not to implement it until after the Conference).

Three firms emerged at the top. We will be evaluating those three over the next month, and recommending one of them to the MLA board in April. You can see the text of our RFP, which lays out the schedule we plan to follow, on the MLA Web site:  http://www.mnlibraryassociation.org/sites/default/files/MLA_LogoRFP2013.pdf

After publishing this RFP on January 15, we got 18 proposals from the following design firms, who are based in places as far distant as Ontario, Nashville, and even St. Paul:

- 2 Web Design Inc.
- Beganik Strategy and Design
- D I E Creative
- David Maddox Creative
- Devin James Group
- Dutton and Sherman Design
- Generator
- Gruwell Design
- Humid Creative Agency
- McGregor Shott
- Preslicka Studio
- Q7 Associates
- Reidell Design
- Ryvon Designs
- Shoestring
- Single Wing LLC
- THINK Graphic Design
- Unboxed Design

Using a detailed rubric (yay, Beth!) that meticulously analyzed how well they conformed to the requirements laid out in the RFP, as well as our response to the sample logos they all included, we ranked each on a 28-point scale. Among the four of us, seven firms turned up in our top five, with several overlaps. In our meeting this month, on February 20, we discussed each of these seven in detail and came to a consensus on the top three. These are:

- D I E Creative, Philadelphia, www.diecreative.com (overall score 22)
- THINK Graphic Design, Minneapolis, www.think-graphics.com (overall score 20)

Kirsten was sending out notifications to all 18 firms this past Monday. Our subcommittee will be interviewing the top three -- by Skype and in person, as appropriate -- with an eye to recommending one of them to the MLA board at their April meeting, and starting work with that one in early May. All three appear capable of creating an excellent logo for us in three months, which is to say before the MLA Conference -- although we, along with Kendra, caution that this does NOT mean that the logo will appear in conference materials, which will likely be prepared ahead of our deadline. (-:

I hope this informal report answers your questions about the logo-design process, but please let me or the other subcommittee members know if you’d like more information. Some of you may have friends or acquaintances who threw their hats into the design ring; please let them know that we really had some terrific proposals, and it was very hard to choose!

**Subcommittee assignments**

**Need at least 2 volunteers for Social Media subcommittee:** Chris Magnussen and Natalie Eierman
volunteered. Jody Wurl will work with them to set up the new schedule.

**Proposal of new digital initiatives subcommittee:** Last year the social media subcommittee visited the MHS in an effort to find old photographs and documents to incorporate into future MLA communications. We noticed some of the MLA Annual Conference programs at the MHS archives were not in great shape. Sara would like to explore a digitization project for MLA. It would bring more exposure to our association and the work that we do. It would involve (not necessarily in this order) working with MHS, pursuing funding and staffing (possibly drawing up the library school at St. Kate’s for interns), and drafting a proposal for MLA Board approval.

- **TO DO:** Sara Ring and Amy Hanson will start to investigate.

**Other/Miscellaneous**

**Issue w/ shortened urls used on MLA Facebook account and within Twitter.** We discovered a couple issues:

1. If you use the Hootsuite url shortener when pointing to the MLA website, when an end user follows the link they see only a small portion of the webpage (this happens in multiple browsers).
   **Workaround:** Choose a different url shortener to use for MLA links, possible the Google url shortener.
   - **TO DO:** Social Media will look at url shorteners and suggest one to use

2. If you post a link on the MLA Facebook page to the MLA website, the descriptive text that is pulled from the MLA webpage gives an IE6 not supported error message. Kendra explained this is something that coming from the “No IE6” module, which they install on every CDM website they build as a matter of course, because they’re not going to work in IE6. Kendra thinks it is an issue with the FB Share. As a workaround, Kendra I found an alternative module for warning IE6 users. That got rid of the No IE6 message for Facebook page shares, but now it’s showing the first Twitter feed item instead. We’ll keep it this way for now.

**Discussion of Vice Chair position for Communications Committee**

Would like to choose a Vice-Chair soon for the year so the transition to Chair could be more seamless in Jan. 2014. The Vice-Chair wouldn’t necessarily have a role, other than to be kept in the loop on what the Chair does (copied on emails for example). It was suggested that the Vice-Chair could help with the MLA Roundup. Perhaps mid-year or so when the vice-chair is chosen, the Chair and Vice-Chair could take turns editing the Roundup for the remaining portion of the year.

- **TO DO:** Sara will put out a call for interest in this position

**Moving Forward**

**How often we think we may need to meet and where?** Everyone likes the Metronet/Melsa office location. We’ll meet every 6-8 weeks. Sara will schedule the next 2 meetings far in advance to get them up on everyone’s calendar.

- **TO DO:** Sara will send out a Doodle Poll to schedule the next 2 meetings of this group

**How subcommittees can move forward:** Let Sara know if you need anything!

**Group Photo**

Will reschedule for a time when everyone can make it to an in person meeting.
April 8, 2013 Meeting Notes
In attendance: Natalie Eierman, Beth Gallinger, Megan Kocher, Jody Wurl, Rick Eubanks, Kendra Meyers, Sara Ring. Virtual: Chris Magnusson, Randi Madsen, Kirsten Clark

Announcements

- Nonprofit Technology and Communications Conference: Jody Wurl will be attending on behalf of MLA. Sara Ring will be attending on behalf of Minitex. Both will share their notes with the group. Jody was asked to attend an upcoming MLA Board meeting (May 17 meeting or June meeting) to give them an overview of useful sessions, and a few preliminary thoughts on how MLA could make use of any information or ideas that it spurs. It would be just a short 10-15 minute talk.
- Flickr Guidelines: These are now up on the mla social google drive account (created by past chair, LeAnn Suchy). May need to consult and update closer to conference time.
- Sched Trial (Mobile app for conferences): Kristen Mastel, MLA President, asked communications and the conference marketing subcommittee to look into this mobile app for the 2013 Annual Conference. Beth Gallinger, Jody Wurl, Rick Eubanks, and Sara Ring will form this pilot testing group. We will meet virtually a few times within the next few months. Chris mentioned that the Library Technology Conference used something for mobile access to their conference information (for future reference) that we might want to take a look at.

Conference Marketing

- Update (Chris Magnussen and Rick Eubanks): They are in the early stages of planning, had first meeting last week. They are working on a save the date postcard that will be sent out to all MLA members. Via Kendra: As a reminder, the conference committee now has a page on the MLA website where you can publish agendas, minutes, and other materials. After each meeting, once the minutes are finalized or polished up, you can ask that I publish them to the website (hint hint). These would be in PDF format, so you could provide me with a Word original or a PDF for uploading.

Plans for Video Interviews at Annual Conference

- Update and Discussion (Jody Wurl and all): Hennepin County Library has 4 flip video cameras we could use at the 2013 Annual Conference. It comes with minimal built in editing software. They can record for 60 minutes, and you just need a computer with a usb port. We could also use tripods and have a “studio.” Or we could go with the red carpet theme (and here comes....). Some discussion about whether or not release forms would be needed. We have a standard check box stating photos will be taken on the registration form that would probably cover this, and as a courtesy we would be very clear with the people we interview how we’re going to use the video footage.

We could do a call for volunteers to help with the video interviews. There will need to be coordination between us and the volunteer committee. We could do a survey to gather questions (Update: Chris did an informal test survey via Facebook). Kendra will look into how Drupal does surveys too, as another option instead of Survey Monkey (Update: Kendra looked into Drupal surveys, and her findings are at the end of the notes)
  ○ What’s your playlist?” (What’s your favorite album/band/song/set of songs or something like that.)
  ○ What’s your favorite rock band?
  ○ What rocks about your library
  ○ The “Shoes” question
Logo Redesign Subcommittee

- **Update**: Megan gave the update. Out of 18 possible submissions, they narrowed their choice down to 3 and interviewed each company. They have made their decision on which organization MLA will hire for the logo redesign. They will update the board on April 19 and then let Communications know. They are still aiming to have the logo finished and ready to unveil at the 2013 Annual Conference.

Social Media Subcommittee

- **To Dos From Last Meeting**
  - Social Media Guidelines - Draft content at end addressed? Will finish editing this section by August 15, 2013.
  - Hootsuite url shortener for MLA website urls chosen? Jody is using bit.ly and Chris and Natalie are using tiny url. Should probably be consistent and pick one to use when shortening MLA website urls. The Hootsuite url shortener is used for all other urls.
- **Create a Facebook Event page for Fall 2013 Conference** Chris has created it and is finalizing it now.
- **MLA On LinkedIn (Jody)**: Wondering if we should have an MLA presence on LinkedIn? There is a session at the nonprofit communications & technology conference that Jody and Sara are attending, so we’ll revisit this at the next meeting and report on what we learned.
- **Wikipedia**: Should we have a page there for the association? The group agreed that yes, we should. Sara will look into what permissions are needed and how the process works and will draft something (very similar to what is on our website).

Digital Initiatives Subcommittee (Sara and Amy Hanson)

Amy is on maternity leave until May. We will start to work on this over the summer. Post meeting: Natalie checked and the next St. Kate’s Digital Libraries class will not be offered until Spring 2014.

MLA Website

- **Online Forum Pilot on the MLA website?** (Sara) Would like to test out this functionality. Are there any subunits we can ask to participate? TSS, ARLD, and RART will all be asked if there is interest. Kendra reported that if this Drupal module was enabled, it would have to be one board, but could organize by subunits (e.g. one category for ARLD, one for TSS, etc). We could keep the discussions private, or open them up publicly. Sara, Jody, and Randi will talk to the subunits mentioned above to find out if there is interest in testing.
- **New Photos for MLA Website** (Sara) Continued from last year, it was suggested that we look at “real” photos for the MLA homepage (stock photos are currently there). One suggestion was to have people submit photos of their library buildings and interior shots demonstrating how patrons use library space and services. We could do a Roundup article and ask people to submit to the Flickr page. How many photos is it feasible to use? 3, 5, 10? Didn’t decide on a number. If we do a call, be sure to ask for captions and either ask to submit via Flickr or to Kendra (Kendra will look into whether it would save processing time on her end to build a web form or just use Flickr). *Should include a link to “view all photos” in the header so users can see all of the photos at once

Post meeting thought from Sara: f we’re going to do a call for photos, we should probably think of alternative ways we could use them (on our Facebook page for example). If we get a flood of
• **Strategy for when to promote other conferences on MLA website.**
  ○ Can’t promote every library science related conference on “Other Events” listing. What do we include/not include? *Via Kristen Mastel—would like a policy on this.* After some discussion, we think we will post any library science related conference to “other events” that we are asked to (Kendra noted we don’t get that many requests), but will be more selective about whether we highlight it in the News section of the MLA website. This will be documented in our Communications Committee guidelines.

**Review Draft of MLA Office Email/Web Inquiry Guidelines (Sara)**  
Was asked by Kristen Mastel to create guidelines for the MLA office (and anyone who might be asked to publicize information on behalf of MLA) to use when we receive requests from nonmembers to share information with the membership on their behalf. Sara didn’t show the whole document, but asked if everyone could take a look at the Google Doc version and suggest edits before our next meeting (June). Please note your edits (by name).

Once these are finalized, we should modify them for public consumption and publish them somewhere on the website; e.g. a page called “Advertising Opportunities” that includes generic information about conference program advertising; what MLA will and will not publish on the events calendar, news feed, and monthly email; and how to submit publication requests

**Review Draft of Subunit Communications Handout (Sara):**  
Spent a little more time showing this handout. Suggested that we provide a url to the Communications page instead of putting people’s names on the documents as contacts. Asked if everyone could take a look and suggest edits on the Google Doc version before our next meeting (June). Please note your edits (by name)

  • **Within the “Other” section, add something about publishing links to subunit-specific channels (such as a subunit’s Facebook page) on the subunit’s page of the MLA website**
  • **Publish the guidelines on the website as a page or PDF, accessible only to current MLA volunteers (which include subunit leaders)**
  • **Include a link (visible only to current MLA volunteers) to the guidelines on each subunit’s page**

**Legislative Press Release Policy (Sara)**
Currently there is no defined policy in place regarding press releases on legislation that affects libraries. Suggestion that MLA develop a policy to send a press release to a legislator’s district when legislation affecting libraries is sponsored. Will be taken up at a subsequent meeting of legislative committee, but Kristen Mastel is wondering how Communications and Legislative committees could work together. *Reported that we may be asked to work with Legislative Committee in the future, but don’t have any more information beyond this statement to announce.*

**Other**
Communications survey
  • May want to schedule a new general MLA communications survey (as follow-up to the one done 2 years ago), including questions about social media use and preferences.

Extra information Post Meeting:
Drupal’s Poll Capabilities (via Kendra): May be an alternative option to using SurveyMonkey survey + MailChimp email

- The Poll core module lets you create simple polls. You ask a question, provide possible answers, and let your users vote. Drupal then keeps a running tally of the results.
- (Downsides: Polls are restricted to a single question per poll, and users may only select one response. Polls can’t be used for multiple-question or “choose all that apply” response scenarios.)
- When you create a poll, you can specify the “base” vote counts (how many votes an item has at the start) and decide how long the voting will run. You can set the poll duration in terms of days, weeks, or months up to one year.
- Multiple polls can be running at the same time. A page can be created that lists all open polls.
- You can decide which users have permission to vote, to see the voting results, and to create polls of their own.
- With some other modules we have up and running, we can schedule a poll to open and close on specific dates/times and can restrict access by user role (such as volunteer or member) on a per-poll basis.
- There’s an advanced poll module that also lets you limit the number of responses per user to prevent “ballot stuffing.”
June 17, 2013 Notes

Announcements
Beth Gallinger is moving to Denver to start a new job.

Nonprofit Technology and Communications Conference Summary
See report Jody Wurl shared with the group via email on April 22. Jody attended an MLA Board meeting and reported on what she learned at the conference. Strongly recommended that we apply for a scholarship every year for one person on the group to attend this conference.

Sched Trial (Mobile app for conferences) Update
Jody Wurl, Rick Eubanks (Chair, Conference Marketing) and Sara Ring are meeting directly after this to discuss a trial. We will report back to the group and Kristen Mastel with our recommendation to use it/not use it for this year’s conference.

Conference Marketing

Update (Conference Marketing Representative)
Chris Magnussen was unable to attend the Communications committee meeting, but sent the following notes:

● The Conference Marketing committee met a couple of weeks ago to review the early emails that go out and we will probably be meeting once a month at least as we get closer and have more content to distribute.
● The initial "save the date" postcard has been sent out. Did you get one? Our goal was for it to look like a back stage pass for a concert. A press release has also been sent to other regional library organizations and more and more information is becoming available as contracts are finalized for speakers and other arrangements.
● Once we get a little more information I will start preprogramming Facebook and Twitter posts through Hootsuite.

Plans for Video Interviews at Annual Conference

Update and Discussion (All)
The MLA Board likes this initiative, but would like us to do some promotion BEFORE the Annual Conference so attendees are expecting it. We thought up 3 questions to use (for certain). They are:

● What rocks at your library?
● What’s rocked your library world today?
● Shoe footage only (On a fun note, for those who are camera shy, we would film the different shoe fashions and create a montage to post along with the more substantive content)

Sara and Jody will work on a proposal for the MLA Board, as we would like to request funding for the red carpet station. See the MLA Board proposal for funding at the end of this document.

Flipgrid www.flipgrid.com
Kendra shared this with us via Kristen Mastel. It is one possible tool that could be used to support our video initiative. The free software has an administrative interface that allows you to ask questions, to which people respond on their own time using a webcam and microphone. Could perhaps use it to
engage those not attending the conference with one of the questions. Or, maybe internally within MLA to introduce committee members to one another, etc. Jody will investigate further. Later, Jody emailed the following info:

We talked about using Kristen Mastel’s suggestion, flipgrid, as a way of creating and sharing videos. This may be a way to collect videos from those who can’t attend the conference, or to engage with our membership in new ways. These videos would not be hosted on our YouTube or Vimeo channels, but could be shared via other social media channels.

Here’s the About page http://flipgrid.com/info/

“Students can follow your grids and receive email updates when new questions are added. In addition, you can email a link to the grid or each individual question with ease. When students respond they snap a thumbnail photo (with multiple filter options to have a little fun and get aligned with the webcam), record their video response (up to 90 seconds) as many times as they need, and submit their video.”

“Students have several ways to connect with their personal videos and those of their peers: by likes and direct links, as well as Twitter, Blog, and Facebook integration. Remember, teachers set whether videos can be shared outside of Flipgrid if privacy is a concern. It’s up to you.”

**Logo Redesign Subcommittee**

**Update**

They went through a few rounds of logo samples before deciding on a couple the subcommittee liked. They present to the MLA Board on Friday, June 21. The logo subcommittee will be down to 2 members soon. Megan Kocher is going on maternity leave, and Beth Gallinger is moving to Denver.

**Social Media Subcommittee**

**To Dos From Last Meeting**

- **Social Media Guidelines - Draft content at end addressed?** Will finish editing this section by August 15, 2013. Jody Wurl added her suggestions. I will review and the social meeting subcommittee will wrap up the final edits.

- **Hootsuite url shortener for MLA website urls chosen?** *Jody is using bit.ly and Chris and Natalie are using tiny url. Should probably be consistent and pick one to use when shortening MLA website urls. The Hootsuite url shortener is used for all other urls. Later: After further discussion and testing among the social media subcommittee,, the Hootsuite url shortener will be used for shortening all urls (the display problem when linked to MLA pages has been resolved in 2 of the 3 major browsers. Still not working perfectly in IE).*

- **Facebook Event page for Fall 2013 Conference** *Chris has created it. Kendra suggested adding the “official” conference logo graphic on the page and sent to Chris to update. Sara will follow up with this. Page is ready to be promoted at any time.*

- **MLA On LinkedIn (Jody)**
  After discussion, decided we would ask for Board approval to create at least a minimal presence on LinkedIn. Jody Wurl’s proposal is included at the end of this message. Kristen Clark will bring proposal to the MLA Board.

- **Wikipedia (Sara)**
Sara was tasked with drafting a description on Wikipedia, but did not get to it.

Digital Initiatives Subcommittee (Sara Ring and Amy Hanson)

We haven’t met yet to discuss, but we will be creating a proposal for the group to look at, and it will eventually need board approval.

MLA Website

Online Forum Pilot on the MLA website? (Sara, Jody, Randi) TSS, ARLD, and RART asked.

Later: Heard from these groups via email. They are all interested in testing

- RASS
- RART
- ARLD

Also post meeting, Sara sent a proposal to Kristen Mastel (with information that Kendra provided) about initial implementation. Since this is work outside of what is covered under contract, we need board approval before proceeding with the pilot. Proposal included at the end of these notes.

New Photos for MLA Website

We left off at the last meeting stating we need a refresh on the rotating images on the MLA homepage. Replace stock photos with library buildings (which would involved requesting photos from libraries and doing a call). Kendra wrote up a proposal as this is work outside of what is covered under contract. Sara will report back with reactions from Kristen Mastel at the next meeting.

Review Draft of Subunit Communications Handout (Sara)

- Publish the guidelines on the website as a page or PDF, accessible only to current MLA volunteers (which include subunit leaders)
- Include a link (visible only to current MLA volunteers) to the guidelines on each subunit’s page

Showed changes made since last draft. No further suggestions for edits, so Sara will share with Kristen Mastel. Later: Kristen will share with subunit leaders at upcoming meeting. Trying to figure out the best place to post it so that all subunit leaders have access. Ongoing email discussions with Kendra.

Review Draft of MLA Office Email/Web Inquiry Guidelines (Sara)

No further suggestions for edits, so Sara will share again with Kristen Mastel. Will likely use some of this information to post on the Contact MLA webpage so people know what we will promote before even submitting.

Other

A brief conversation was had about what to do with digital files (masters), and what is the status of MLA’s archiving practice. Especially as it relates to the digital photos and other digital documents of our group and other subunits. Flickr is not a permanent archive.

Requested that ARLD have a Flickr set made. Jody Wurl created one post meeting. Flickr guidelines may already have information about practices like this. Will need to look.

All the TO-DOS from last meeting:
- Verbal or written report back to Communications Committee on sessions of interest to us from Nonprofit Communications & Technology Conference (Jody) **DONE**
- Schedule initial virtual meeting with a subgroup from Communications/Conference Marketing to talk about testing with Sched. Won't be able to fully work with real session data until conference sessions have been picked, so not a huge rush to begin. Will look to schedule an initial meeting in May. (Sara) **DONE**
- Let Communications Committee know the designer/company chosen for the logo redesign, after April 19 board meeting (Logo Subcommittee) **DONE**
- Social Media Guidelines - Draft content at end addressed? Will finish editing this section by August 15, 2013. (Social Media Subcommittee) **DONE**
- Url shortener for MLA website urls chosen? NOTE: Other Hootsuite shortened urls work fine, just not when trying to shorten MLA website urls. Should probably be consistent and pick a non-Hootsuite url shortener to use, but only for shortening MLA website urls. (Social Media Subcommittee) **DONE**
- Online Forum Option on MLA Website: Talk to some of the subunits (TSS, ARLD, RART) to find out if there is interest in testing. (Sara, Jody, and Randi) **DONE**
- Wikipedia: The group agreed that yes, we should have a page. Will look into what permissions are needed and how the process works and will draft something (very similar to what is on our website). Sara **TO DO**
- Look at subunit communications handout and MLA Office Email/Web Inquiry Guidelines, suggest edits on the versions that live within the Gratia Countryman Google Drive account (All) **DONE**

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Extra information Post Meeting:

**Drupal’s Poll Capabilities (via Kendra):** May be an alternative option to using SurveyMonkey survey + MailChimp email)

- The Poll core module lets you create simple polls. You ask a question, provide possible answers, and let your users vote. Drupal then keeps a running tally of the results.
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- Multiple polls can be running at the same time. A page can be created that lists all open polls.
- You can decide which users have permission to vote, to see the voting results, and to create polls of their own.
- With some other modules we have up and running, we can schedule a poll to open and close on specific dates/times and can restrict access by user role (such as volunteer or member) on a per-poll basis.
- There’s an advanced poll module that also lets you limit the number of responses per user to prevent “ballot stuffing.”

**MLA Annual Conference Video Initiative (sent to Kirsten Clark via Sara and Jody)**
We would like to highlight the MLA Annual Conference in a new way this year--through video interviews. We will be requesting space to conduct video interviews at the conference. Keeping in line with the Libraries Rock! Conference theme, we would like to mimic a red carpet entrance to our video booth/station. In addition, we will be roaming around the conference events and during the breaks to solicit interviews.

The Communications committee is requesting funds for the red carpet booth.

**Costs**

$8.00 Inflatable Microphones (plus shipping)

http://www.orientaltrading.com/inflatable-microphones-a2-49_133-12-1.fltr?Ntt=inflatable%20microphones

$35.00: Red carpet fabric

**Total Request: $45.00**

**Questions We Plan to Ask**

1. What rocks at your library?
2. What's rocked your library world today?
3. Shoe footage only (On a fun note, for those who are camera shy, we would film the different shoe fashions and create a montage to post along with the more substantive content)

To prepare the membership before the meeting, we will send out an MLA Roundup message and use social media. We will work with the conference marketing committee to publish information about it in the program and in other conference communications. We will work with the conference planning committee to reserve space for a red carpet booth.

**Volunteers**

We will work with the conference volunteer coordinator to help us (communications committee volunteers) staff the red carpet booth at the following times:

- Opening Registration hours on both days
- Scheduled Conference Breaks
- Lunch

*We will also ask for volunteers from the Communications committee to go out to the various conference events (dinner with colleagues, appy hour breakfast, silent auction, receptions) with the cameras too.

**Other Logisics**

- Hennepin County is providing 3 flip video cameras
- Minitex is providing 1 flip video camera
- Videos will be edited using the software provided on the camera, and uploaded to our MLA YouTube and Vimeo Channels.

**Minnesota Library Association on LinkedIn**
The Communications Committee advocates for MLA to have a formal presence as a company page on LinkedIn. This presence will enhance our professional brand and will enable our volunteers and stakeholders to reference their work for our organization as part of their CVs. Below, find some pros and cons for using this platform and a link to some best practices.

9 Best Practices to Put LinkedIn to Work for Your Non-Profit
http://blog.donordrive.com/blog/2012/07/24/9-best-practices-to-put-linkedin-to-work-for-your-non-profit/

Example of nonprofit page: The American Red Cross
http://www.linkedin.com/company/american-red-cross

Example of a nonprofit group: American Library Association
http://www.linkedin.com/groups?gid=40592&mostPopular=&trk=tyah

Pros

- Volunteers and supporters can add the Volunteer Experience & Causes field to their profile to showcase their service to MLA
- MLA representatives can post status updates, share news and solicit volunteers via this page
- LinkedIn works well with Facebook and Twitter, and content may be shared between platforms easily
- This platform may allow our organization to work with exhibitors, sponsors and community partners in new, positive ways
- This will be a new way to share job opportunities in our libraries

Cons

- MLA representatives must routinely post and respond on the page. Routine must be defined, but monthly or weekly check-ins should be the minimum level of engagement.
- To achieve the deepest level of engagement, members of the Board may be encouraged to participate in the routine interactions.
- If MLA establishes a group, this forum would allow professional discussions on a variety of topics but requires a commitment to moderate and engage heavily in the discussions.

Conclusion

While the Cons are significant, the last two are also optional. Board members would not need to engage if the Communications Committee or other MLA representatives are empowered to do so. Instead of a LinkedIn group, MLA’s website private forums (currently in pilot status) may allow members and
stakeholders to discuss the issues important to them without formal moderation.

The Communications Committee is willing to explore ways to add this to our regular social media routine.

**Online Forum Pilot Test Proposal**
(Sent to Kristen Mastel from Sara and Kendra for approval)

I spoke with Kendra Myers yesterday about turning on the online forum functionality on the MLA website (it is a Drupal module) so that we could experiment to see if the subunits and committees would use it or find it sufficient for their internal communications.

RASS asked me about this because they’re looking for an internal way to communicate with their members (we’ve had similar requests from other subunits in the past). RASS agreed to be one of the initial testers. Here are the others we have (or plan to) contact to be initial testers:

- Communications committee
- ARLD
- RASS
- RART

Kendra has investigated the Drupal module for forums and given me a lot of good information. In addition, she talked to their Director of IT and setting this up would be at an hourly rate Kendra thinks 1 hour of work would be enough to set up the following:

- Enable the forums module
- Set up 1-3 forums (RASS for sure; possibly ARLD, TSS, Communications)
- Add site navigation to the forums page
- Set permissions to allow just current MLA members to create their own, view all, edit their own, and delete their own posts

MLA will only be billed for the actual time Kendra takes, and if it is less than an hour, we will not be charged the full hour.

On my end (Communications), I would work with the subunit testers to help them get started, gather feedback and any requests for additional work (like customizing the interface, adding moderator permissions, etc), and report out to you and/or the MLA board.
Announcements

Announcement of Vice Chair (Sara)

*Jody Wurl is the Vice Chair, and will continue on as Chair on Jan. 1, 2014.*

Conference Marketing

Update (Conference Marketing Representative)

**Annual Conference**

Sched Trial (Mobile app for conferences) Update (Sara & Jody)

*Jody and Sara met to populate the app with data. Showed color options and voted. Other feedback included making the breaks more apparent, and set up some for tips or FAQ guide on the website. Sara created an FAQ page and text to be sent out in an e-blast. Rebecca, Amy, Natalie, Jody, and Sara will work to double check the data.*

Plans for Video Interviews at Annual Conference (Sara & Jody)

*Sharing a booth with Membership Committee in the Exhibits area. Rebecca, Natalie, and Amy H volunteered to help staff the booth. A Roundup article will go out that promotes the booth and the fact we’re asking these questions:*

- What rocks at your library?
- What's rocked your library world today?
- Shoe footage only (On a fun note, for those who are camera shy, we would film the different shoe fashions and create a montage to post along with the more substantive content)*

**Logo Redesign Subcommittee**

*Kirsten sought our thoughts on how to announce the logo at the conference. People liked the idea of buttons with the new logo printed on it, with a reveal at the membership meeting. We will wait to use the logo in other places until Jan. 1, 2014. A logo implementation plan was approved by the board.*

**Social Media Subcommittee**

Pinterest Account (Sara)

*Created an account for MLA. LeAnn Suchy will be the first to use it for Appy Hour Breakfast at the MLA Annual Conference (creating 4 themed boards).*

Social Networking Guidelines (Jody Wurl shared on Aug 7)


To Dos From Last Meeting
Social Media Guidelines - Update

_Jody, Chris, and Sara have contributed changes. Sara will go in and approve suggested changes before her term expires._

Facebook Event page for Fall 2013 Conference

_This is done. Encouraged everyone to invite friends to event._

MLA On LinkedIn

_Account still needs to be created. We have approval from MLA Board._

Wikipedia Entry

_Sara still needs to do this by the end of her term._

**Digital Initiatives Subcommittee** (Sara Ring and Amy Hanson)

_Sara and Amy met to discuss. Sara will inquire of MHS about if they will allow a project that involves working with the Minnesota Digital Library to digitize historical content. If yes, we’ll then take a trip to identify a first project, and apply formally to the MDL. We will need to write a proposal to the Boards with a cost estimate (note: if working with MDL, the only cost is volunteer time to do the metadata)._

**MLA Website**

Update on Online Forum Pilot Test on the MLA website (Sara)

_END_ _Aug. 31st_  ARLD, RASS, and RART participated. Sara will be recommending to the board that we turn this feature on for all subunits, and highly recommending development of an email notification feature.

**ARLD**

- It might be more useful for the board than for members
- What will happen after the pilot?
- People found that it’s annoying to have to login to use the Forum. That makes Facebook or LinkedIn a better option.
- Two way communication is a problem for MLA, but we don’t know if this is a good solution. It’s one more place to look with no push technology to remind you to look there.

**RASS**

_We ended up with 34 total posts. Most of them were primary posts without a lot of discussion, but I think that is ok. Once we figure out more of the features, than increased discussion should follow. Everyone who sent me feedback about the program was enthusiastic and considered it “easy to use” and a potentially “valuable tool.” I would really like to continue using the board and think that it would provide valuable space for individuals to share ideas and information._

_The only question right now is figuring out how to get members into the habit of looking at the_
board. I am going to talk to the RASS team and generate some ideas, but I think that periodic reminders would be enough.

Thank you again for making this trial period possible and please let me know if there is anything else I can help with.

RART
I will echo comments about the program being easy to use and much better than the long chain of email threads we’ve been navigating. Thanks for allowing us to try it!

Update on New Photos for MLA Website (Sara)
Sent proposal to board. They approved up to $200.00 to be spent on this project (of Kendra’s billable time). I had recommended that we at least modify the feature to display image captions, though they have allotted us enough money to do all the projects mentioned in the estimated costs table that Kendra provided (see end of minutes).

Here are two client sites with examples of images in the home page header:

- www.mpimn.org – pulls the 75x75 image thumbnails directly from Flickr
- www.lai.org – pulls from internal content; includes image caption

Subunit Communications Handout
Kristen Mastel has the final version. She was going to share with the subunits. Sara will check with her on this.

MLA Office Email/Web Inquiry Guidelines
Final version exists, but haven’t shared it with Kristen Mastel or worked with Kendra to post some of the information on the “Contact Us” page of the MLA website.

<table>
<thead>
<tr>
<th>Estimated Time (hours)</th>
<th>Estimated Cost</th>
<th>Project</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>n/a</td>
<td>$0</td>
<td>Replace existing images with new ones of similar relative dimensions</td>
<td>This is content management and will be performed under contract at no additional cost.</td>
</tr>
<tr>
<td>1.5</td>
<td>$78</td>
<td>Modify current feature to accommodate images of different relative dimensions (e.g. significantly wider than tall)</td>
<td></td>
</tr>
<tr>
<td>1.0</td>
<td>$52</td>
<td>Modify current feature to display image captions</td>
<td></td>
</tr>
<tr>
<td>1.0</td>
<td>$52</td>
<td>Create a page to display all header images and captions at once</td>
<td></td>
</tr>
</tbody>
</table>
Present: Amy Hanson, Kendra Meyers, Jody Wurl, Natalie Eierman, Sara Ring, Randi Madisen (via phone), Kirsten Clark (via phone)

Announcements
New member: Megan Krueger
Currently the Director of the Moorhead Library at Lake Aggasiz Regional Library as well as a ‘Hub Supervisor’ which means she oversees various other branches in their regional system. She also coordinates electronic resources for their region by working with a team of staff evaluators and acting as the liaison to their vendors.

Amy Hanson will be moving to Costa Rica in Jan. 2014, taking a leave of absence from work.

As vice chair, Jody Wurl has started editing the MLA Roundup for November, and will be doing the December Roundup as well. Jody asked if anyone has interest in being vice chair, to begin Jan. 1, let her know!

Annual Conference
Sched (Sara)
44 attendees logged in, 44 schedules created, 11 average sessions per schedule. Other feedback included:
- Add Twitter handles (possible for us to do this for presenters, but cannot do this on behalf of individual user profiles)
- Add conference maps and wifi information (not possible in the current version of Sched)
- Add Session numbers (left off, but include them in 2014. People use them for the session evaluations)
- Didn’t always update based on date/time? (Inferred that this meant only show the schedule for the whole day, not based on real time. Limitation of the software).

Video Interviews Update (Sara and Jody):
Reviewed video: http://youtu.be/wp2tvX1zQ4 No suggestions for edits. Jody is working on the shoe montage video will be announced in early December.

What would we change for next year?
Re: Video Probably would not do the red carpet theme again. Renting a hauling the red carpet was cumbersome. Give feedback to membership committee that we had people stopping by asking for professional photos throughout the day (they were only taking photos during registration). Maybe ask about jewelry or accessories instead of shoes next year. Suggestion: For next year, perhaps ask questions that require very short 5-8 second responses, or one word responses. That may get more people to participate.

Suggestion for communications booth next year: possibly make a couple of cutouts of a scene, with places people could put their head in for pictures. One suggestion: use a “traditional librarian and her cat” board.
Re: Conference Photos. Get more keynote photos next year (ask for a reserved spot in front to get good photos). Tap into volunteer pool to get more photographers. Hire or work to get a student photographer from Mankato to take photos next year.
Re: Conference Social Media. Create a tweet archive using something like Storify.

Logo Implementation Subcommitee
Update (Sara, Megan Krueger, Rebecca Ganzel)
Sara showed the final letterhead template the group chose, based on dozens of design options provided by Kendra. Group will be creating a style guide that will document how MLA uses the logo, fonts in our documents, and will address things like how we use capitalization, etc in our communications. The style guide will be posted on the MLA website, along with the logos (different sizes for different platforms), and logo guidelines. Group is also choosing a table top sign to be used by members who promote MLA at other events. Group is working with all the subunits and committee to gather information about what other social media and communication platforms they use, so we know what size logos are needed. To do: make sure to take this opportunity to add the social media information to the subunit pages on the website.
Sara will also post information to our Social Media guidelines document.

Social Media Subcommittee
Pinterest Account Update (Sara)
We have 4 boards that were created for Appy Hour breakfast at the annual conference. Note: you can give individuals access to pin to specific boards, without having to give them access to our central account. To do next year: ask the subunits if they have interest in pinning to the MLA account. The Pinterest account will evolve over 2014, and usage guidelines need to be drafted and added to the social media guidelines document.

Social Media Guidelines Update
Out of draft stage. Jody added a section that recommends an audit every now and then of Facebook and other outlets. To do: Chris will audit our MLA FB page according to the checklist by the end of this calendar year. Suggestion made to publish this on the MLA website (for members only). But, it may be nice to publish more widely as others might find our guide useful. Sara suggested that if the group does this in 2014, compare the content to the MHS guidelines and make sure there is no direct copying. Also, the heading styles need to be changed (apply new logo template). The original used MHS’s heading styles.

MLA On LinkedIn: Next Steps? (All)
Sara found out that you need a company email address to create a company page on LinkedIn, but thinks once it is created, you can invite other admins that don’t have to necessarily have a company account to manage (i.e. our MLA social media gmail account). To do: Jody will work with the mla office to use the mla office address to create the account.

Wikipedia Page For MLA (Sara and All):
Draft Page: http://en.wikipedia.org/wiki/Minnesota_Library_Association
Sara created a page, with some VERY introductory content. (note: we had a page a few years back, but it was deleted because it was seen as too promotional). Admin tagged it right away for speedy deletion. Sara wrote to him that more content will be added soon to show relevance. Editor added two notes to the page. It needs more 3rd party notations. Sara had trouble finding online 3rd party references (MLA website is not considered 3rd party). Found a history of MLA, 1891-1912 that she will be using a lot to reference the historical information. Found a minnesota state almanac too to back it up. Once more 3rd party references are added and the page is “credible” can probably add more information with citations to the MLA website. The article is currently a “stub” article, which means it is a Wikipedia article that is needing more
information. Only a Wikipedia admin can remove that status. To do: Sara will add additional 3rd party references and historical content to page.

Digital Initiatives Subcommittee
Update (Sara Ring and Amy Hanson)
Sara has sent an inquiry to Jennifer Jones at MHS for permission to use their MLA historical content for a digitization project. If permission is granted, next step is to draft a proposal to MLA board for approval. Will be proposing contributing a project to Minnesota Reflections. Sara would like to continue on this project in 2014, though will not technically be a member of the MLA Communications committee. Amy Hanson stated her interest in continuing on the project (while she is on leave in Costa Rica) too, perhaps doing some of the metadata work. Sara also reported that there was enthusiastic interest from some of the past presidents on helping to pick the content for the project. Sara will work with them to visit MHS at some point to look at the materials.

MLA Forums Update (Sara)
Review recommendation document for implementing online forums (Sara)

Ended Aug. 31st ARLD, RASS, and RART participated. Sara will be recommending to the board that we turn this feature on for all subunits, and highly recommending development of an email notification feature. Randi mentioned that there are ACRL members who are a part of ARLD, but not MLA members. Will they have access? After some discussion, the group decided to allow non-members access to the forums (but they still need to create and account and be “authorized.”). Opening the forums up may help attract new members, yet providing a level of privacy (not open to the general public). To-do: Sara will draft a recommendation for implementation to the MLA board and hand it off to Kirsten in early December.

Here are the subunit comments from the pilot:

ARL
- It might be more useful for the board than for members
- What will happen after the pilot?
- People found that it’s annoying to have to login to use the Forum. That makes Facebook or LinkedIn a better option.
- Two way communication is a problem for MLA, but we don’t know if this is a good solution. It’s one more place to look with no push technology to remind you to look there.

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Thank you again for making this trial period possible and please let me know if there is anything
else I can help with.

**RART**

*I will echo comments about the program being easy to use and much better than the long chain of email threads we've been navigating. Thanks for allowing us to try it!*

**MLA Website**

Update on New Photos for MLA Website Header (Sara and All)

Review cost estimates here. We are approved to spend up to $200.00. Look at two client sites with examples of images in the home page header before Nov. 22nd. We'll discuss what options for display that we like best at our meeting.

- [www.mpimn.org](http://www.mpimn.org) – pulls the 75x75 image thumbnails directly from Flickr
- [www.lai.org](http://www.lai.org) – pulls from internal content; includes image caption

There was more consensus towards pulling the images from Flickr to populate our website homepage header with images. We would pull these from a particular album. This would allow us greater flexibility in customizing the photos on other parts of the MLA website (eventually).

No consensus on how to display them though (some liked multiple images, some liked one image). We will wait to decide based on the type of images we receive. We will ask for photos with specific specifications on size and type of photo. We would like more than just outside building shots, but internal shots that show users interacting with the library, and people shots (from conferences) to be representative of who MLA is. **To do: Send out call for images in December MLA Roundup.**

**Other**

Subunit Communications Handout

*To do: Sara will post this to the Communications committee webpage. Any member will have access.*

MLA Office Email/Web Inquiry Guidelines

*To do: Sara will give a copy to the MLA office and store it in our MLA social media Drive account as well. A web page will be created based on the content of this document, linked to from our “contact” page.*