**October 2016 “Minutes” Collaborative Document**

**This is raw data, in draft form**

Committee Members: Items for review & comment
(3 items: Library week; Webpage Usability; Marketing Strategic Plan)

**ITEM 1: LIBRARY WEEK:**

We, the committee last semester, felt that having a week set aside every semester, when we “blitz” the students with library info!

**Proposed dates: October 24-28th**

**Proposed ideas:**

**> Screen saver**: ROGER, TIM, AND GREG: Is this feasible? Any other ideas?

Yes, although it will be the library shortcut on the desktop. We were thinking we may add this just for the library computers for now.

**>Banner on homepage:** Kayla already agreed to assist anytime. Christina Park and I have events and other “advertisements” we will be sending to her. But if anyone else wishes to make one, awesome! We should do this all the time (not just library week)

Events: Scavenger hunt and Zombie Night in collaboration with Student Gov Assoc

I will have the new logo done for this week

**>Events in library and for Distance Ed:** Christina has worked with SGA to plan an online scavenger hunt (winners get goodie bags financed by SGA & library) & Zombie night for on campus: Students try to solve zombie virus by a library scavenger hunt.

**\*\*\* PLEASE, NO MORE EVENTS FOR OCTOBER, BUT YES TO IDEAS FOR FUTURE!\*\*\***

**Some Ideas:** De-stress at library - coloring book & avail online; therapy dog for centers and Elko; Stretch at your desk instruction; aromatherapy

**> IAV rooms booked for walk in library help? Jill,** what do you think of this? Would it be used? Is this a need?

\*\*Why not use the CraniunCafe Classroom? gbcnv.craniumcafe.com. Specific hours can be listed and students can easily meet one-on-one or in groups. GOOD IDEA! THanks - carrie

**ITEM 2: WEBPAGE USABILITY**

I hope everyone had a chance to review UNLV’s usability questions. I think the pre test are keepers, however being a very different institution, the committee should identify questions for students to answer using our webpage. I posted the document on the GBC Committee Page → library committee.

Please add your questions below:

* Please find the book \_\_\_\_ [catalog]
* Please find an eBook on ……… [ebook links or catalog]
* Please find an article on botany [databases]
* How do you find help from home?
* How do you find help to find an article without contacting a person? (meaning, it is midnight and you are doing research at home)
* What do you do if you GBC library does not have the book you need?   [interlibrary loan]
* How do you log into the databases? Find the data on the webpage.
* How do you renew a book online?

**ITEM 3: MARKETING STRATEGIC PLAN**

Please review and add comments:

OBJECTIVES:

* Raise awareness and increase usage of library services both on and off campus
	+ NOTE: Focus first on online
* Establish a presence for online / distant education students and on campus
	+ NOTE: Again, focus first online
* Promote Information Literacy
	+ [I will send out standards from the American Library Association for all to read]

GOALS:

* Library service to distant education students increases
* Use of library resources [electronic and physical] increases

STRATEGIES & TACTICS:

Format:

* Strategy
	+ Tactic
* Identify distant education needs
	+ Tactic: survey; interview faculty, interview students, focus groups
* Launch Planned Marketing Efforts on and off campus
	+ Tactic: refresh peabody (the poster holder :) yes, that is his name); library week; totes, pens, items during events; Instruction increase from librarian IAV; Newsletter continue; events; workshops; presence in web campus; visits to centers; YouTube channel -”In the Library” videos on what we do… Interlibrary loan, reference, collection development; increase social media - meaningful useful data;