

ACRL CLS Communications Committee Meeting Minutes
ALA Annual Meeting - Sunday, June 24, 2012

Members present: Michelle Jeffries, Diane Fulkerson, Veronica Arellano Douglas, Pat Duck (chair)

1. Introductions

- a. Only one new member attended the annual conference: Veronica Douglas. Shellie Jeffries, outgoing website editor and Diane Fulkerson, one of the COLLIB-L moderators were also present. Both Doug Lehman, outgoing chair of CLS and Kevin McGrew, chair of the Best Practices group visited our meeting.

2. Updates:

- a. Shellie indicated that she has cleaned up the CLS site since the migration to Drupal. It is now much more manageable. She stated that updating the site is done about once a month now and only takes about 15 minutes. Apparently Jill Gremmels, incoming chair of CLS, will have to contact ALA to migrate permissions from Shellie to our new website editor, Jess Isler. We believe Dawn Mueller may be the contact person. In speaking with Kevin McGrew, we encouraged him to provide us with pdf files to add to the website for the Best Practices initiative online and provide information to the newsletter.
- b. Newsletter: Both Gloria and Deborah have agreed to continue producing the CLS Newsletter for the coming year. Committee members suggested that the newsletter should contact all chairs of CLS committees and provide updates for the newsletter on their activities.
- c. COLLIB-L: At the CLS Executive Committee, it was noted that both Diane Fulkerson and Melanie Maksin, current managers for COLLIB-L, were not members of the Communications Committee and that was problematic for including them in virtual meetings. The Executive Committee suggested that the COLLIB-L managers be made ex-officio so there would be no term limits and the listserv would be managed properly
- d. Facebook and Twitter: Currently we have 327 "likes" on Facebook. Lauren Jensen, outgoing Facebook curator, suggested we have 250 fans by last January. So we have in fact exceeded that number handily. http://www.facebook.com/?ref=tn_tnmn Our twitter feed, with only 69 followers is less active, and seems to be primarily devoted to expanding our Facebook presence. https://twitter.com/#!/ACRL_CLS With Lauren departing from the committee, volunteers were solicited to maintain and augment this tool for CLS. Veronica Douglas graciously accepted this assignment.
- e. Library website of the month: Deanne Peterson, a virtual member, has been updating this feature each month in a very timely fashion. The chair has been sending congratulatory emails each month.

3. Other business

- a. Number of CLS members: This year we are down to 2781. It was noted at the Executive Committee that this is probably due to the economy and appears cyclical in nature.
- b. Number of Facebook likes: Previously reported under Facebook section.

- c. CLS Facebook polls: Lauren had set up a poll on the CLS Facebook site last fall. Members are encouraged to send ideas for Facebook polls to Veronica.
- d. A virtual meeting will be setup in August to update members and go over assignments for the coming year.