

ACRL College Libraries Section
Communications Committee
Minutes of the Meeting
11 July 2009 at 8:00am
Michigan Room of the Chicago Sheraton

In attendance: Jenny Turner, Mike Thompson, Pat Duck, Beth Kennedy, Pete Gilbert

Welcome and Introductions

We introduced ourselves and welcomed one another warmly.

Dawn Thistle, Our Incoming Glorious Leader, stopped by to report from the “Communities of Practice Assembly.” They encourage us to: 1. Move to electronic communications wherever possible, specifically newsletters; and 2. Use ALA Connect as much as possible.

Review of minutes from our last meeting

We didn’t really have any minutes, so we reviewed Pete’s Midwinter Report to the Board. That served as the basis for the rest of our discussion.

Reports and discussion:

Newsletter:

Jenny reported that she has been selected as the next chair of the Communications Committee and needs to hand off the newsletter to someone else. With a minimum of arm-twisting, Pat agreed to take on this job.

The next newsletter is scheduled for Fall 2009. It will be both print and electronic, but the Spring 2010 newsletter will be only electronic. It will be distributed freely – that is, there will be no “members-only” access restrictions.

COLLIB-L:

Our email list continues to thrive under Mike’s attention. We have about 1300 members. As we discussed last summer, Mike is looking to hand off this responsibility to others. It is possible (and maybe desirable) for two people to share the job. Diane Fulkerson had expressed interest last year and may still be willing to take over. Mike will contact her.

Website of the Month:

Beth volunteered to take on this important task. She’ll be in contact with Alice Crossetto for more information.

CLS Website:

Pete reported that Collage, the ALA Content Management System, does not play well with others. He also noted that he had spent a significant amount of time cleaning up old HTML code in preparation for ACRL’s migration to the new website, which happened this spring.

The committee discussed the use of the website and decided it might be best as a portal to CLS information in other places: the CLS wiki, ALA Connect, the CLS Facebook group, and elsewhere. Pete will work on this.

After the meeting, Dawn appointed Sherrie Jeffries to be CLS webmaster.

CLS Wiki

Pete noted that the wiki existed, that he's been playing with moving content from the website to the wiki (like the list of college library newsletters), and that the Best Practices Committee would be using the wiki for their Assessment Coach project.

CLS Facebook group

It exists but doesn't get a lot of use.

New business

Electronic newsletters:

We discussed the problem of electronic-only newsletters – people are less likely to read them. We decided that, if we're moving in this direction (and we are), we need to be creative in our presentation. Maybe we don't have a PDF version but an HTML version. The email announcement about the newsletter could contain article titles, teasers or abstracts, and links directly to the full articles. ALA Direct was seen as a good model for this kind of thing.

ALA Connect (http://connect.ala.org/acrl_cls):

This new tool has a lot of potential for communication among and between committees. When you log in, it knows your affiliations and gives you access to those areas. You can create discussion groups, have chats, and all kinds of other geeky, social stuff. We'll be hearing more about this.

We adjourned at 9am (or so).