

PUBLICITY/COMMUNICATIONS COMMITTEE BOARD REPORT

JUNE 26, 2024

The Committee met on both May 9th and June 13th. A summary of topics of discussion follows.

Review of branded items for display, hand-outs

- Items for which funds were requested in the current budget and their status include:
 - tablecloths with FOSCL logo: complete
 - rack cards: complete
 - foam core poster boards: complete
 - Board member nametags: in progress
- Other items that have been created and purchased include:
 - FOSCL banner (outside FOSCL office)
 - Magnets and stickers with the FOSCL logo

Preparation of FOSCL “briefing document” (i.e., Board-approved description of FOSCL and its work that can be used in grants, promotional material, publicity, etc.)

- A draft is in progress. Once drafted and reviewed by the Committee, it will be brought to the full Board for review, comment, and approval.

FOSCL metrics

- The Committee is gathering data on as many metrics as possible (e.g., number of programs offered, number of students served) that can be used in communications and to accompany grant applications.

Social media

- The Committee recommends that FOSCL have active Facebook and Instagram accounts and suggests that they be managed by a current or new Board member. This person can also coordinate with the SCL’s social media coordinator, who does an excellent job with the library’s accounts.

Newsletter

- The Committee recommends the establishment of a quarterly electronic newsletter that is emailed to all addresses in the FOSCL database. A template in Constant Contact will be used to format the newsletter. Each issue will include 4-5 short items, including a President’s Message; a “Did You Know?” article with an interesting fact about FOSCL or the Library; a list of upcoming events (books sales, Tour, etc.); and a “FOSCL Recommends” article with a book or movie recommendation.
- The first issue will be released on or around September 1st with subsequent issues on December 1, March 1 and June 1.