

**DIVISION/COMMITTEE ANNUAL REPORT FORM**

Unit Name Marketing & PR Division Action Council

Completed by: Elaine Willis

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**Educational Efforts:**

Professional Development Events:  Yes  No

(If yes, complete information below.)

Event Title: \_\_\_\_\_ Location: \_\_\_\_\_

Date: \_\_\_\_\_ Attendance: \_\_\_\_\_

Brief overview (keynote speaker, session, etc.): \_\_\_\_\_

Conference Programs/Events:  Yes  No

Number of Programs Presented: 5; We sponsored or co-sponsored 4 programs, including one presented by an Action Council member. We also sponsored a Poster Session presented by an Action Council member.

List exemplary programs or "Best Practices:" All four programs we sponsored received high marks from attendees in terms of the information given. They covered the gamut from creative ways to work your levy campaign, to email marketing, to how to leverage what's happening in your library into front page news and to how to get into your community and engage more. The poster session about Shaker Heights Public Library's artistic effort was also enjoyed by attendees.

OLC Connects!:  Yes  No

Our Expo table was staffed throughout the conference. We took advantage of the opportunity to roll out and let members know about our new Marketing Toolkit (available on OLC's website) and engage with members about what we can do to help them.

Other (video teleconferences, online courses, etc.): We had one in-person meeting (to reset after the loss of our Coordinator) in February, and a videoconference meeting in the summer using a videoconference system provided by a member's library.

**Newsletters, Articles, or Publications:**  Yes  No

If yes: Title: \_\_\_\_\_

Date: \_\_\_\_\_ Author(s): \_\_\_\_\_

Topic: We had a couple brief articles in the OLC member e-newsletter in the late summer/early fall. One was introducing the new online marketing toolkit, and the other was promoting a national library marketing conference.

**Use of the OLC Web site:** This year we initiated an online marketing toolkit for our membership. It is available on our area of the OLC website and includes a list of free marketing and PR resources, a news release template and