

**Ohio Library Council  
BOARD OF DIRECTORS**

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ITEM NO.: **5.F.4**

MEETING DATE: **July 17, 2020**

SUBJECT: **Communications Report**

SUBMITTED BY: **Angie Jacobsen**

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**REPORT FOR INFORMATION**

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Equity, Diversity and Inclusion

A new page has been added to the OLC website <http://olc.org/racial-equity/> which has been developed by the OLC's Diversity Awareness and Resources Committee. The webpage includes tools, reading lists, webinars, articles, podcasts, videos and other resources to help libraries respond to current events and social justice issues. New material is continually added to this page.

Coronavirus

Information continues to be shared about the evolving situation with the Coronavirus through e-mails to members, the OLC website <http://olc.org/coronavirus/>, *Access, This Week* and social media pages. The OLC website includes the latest information from the Governor's Office, Ohio Department of Health (ODH), Centers for Disease Control and Prevention (CDC) as well as results from the REALM (Battelle, IMLS and OCLC) Research Project that is examining the length of time COVID-19 may live on common library materials.

2020 Census

New resources and tools have been added to the OLC website at <http://olc.org/census/>, including information on changes to the 2020 Census process and opportunities for libraries to adapt census outreach activities. The webpage also includes links to Ohio (and U.S.) response rates and a map of hard-to-count areas.

Division/Committee Projects

- Information on voting for OLC Leadership was included in *Access, This Week* and on the OLC website.
- The Marketing and Public Relations Division held its first discussion group on OLC's Zoom account on June 23. The meeting gave library marketers an opportunity to ask questions, exchange ideas and share best practices for handling library promotions in the current environment. It was so successful that the Division has planned another one for July 21.
- The Adult Services Division sent out an e-mail with a "Bingeable Viewing and Reading Advisory" for staff and patrons. It has also been posted on the Division's webpage.
- The Teen Services Division sent out a call for James Cook Book Award Selection Committee members. The deadline for selection committee applications is Oct. 1. The Division will also mail a postcard in August to solicit award nominations and selection committee members.
- The Small Libraries Division will host two online discussion forums in August for directors of public libraries with annual operating revenues of less than \$1M and a service area of less than 25,000. The meetings will be held via OLC's Zoom account on Aug. 13 and Aug. 20. The discussion forums have been promoted via e-mail, *This Week* and the OLC website.

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- Information on dues proration was shared in *Access, This Week* and on the OLC website.
- The Certified Public Librarian and Certified Public Library Staff certification holders were listed in *Access* and on the OLC website.

### Education Promotion

- The 2020 Convention and Expo cancellation notice was sent to all members on June 17.
- The *New Directors Workshop* series continues to be promoted in *Access*, social media and the OLC website.
- The Ballot Issues Workshop was promoted in *Access, This Week*, the OLC website and social media.
- The Ohio Legal Help Webinar was promoted in *Access, This Week*, the OLC website and social media.
- The Virtual Storytime Webinar continues to be promoted in *Access*, the OLC website and social media.

### OLC Website

JOBLine has returned to the number one spot. The most popular pages on the OLC website over the past two months are:

1. JOB Line
2. Coronavirus Resources
3. Best Practices for Ohio's Public Libraries under COVID-19
4. What's Happening in Ohio's Public Libraries (Ohio Library News)
5. Library Funding/PLF Distributions

### OLC Social Media

OLC members continue to engage on OLC's Facebook and Twitter pages. Over the past few years, the number of followers has increased:

Followers	Twitter	Facebook
June 2016	1,875	1,958
June 2020	2,759	3,425