Ohio Library Council
BOARD OF DIRECTORS

ITEM NO.: **5.H.3** MEETING DATE: **Sept. 17, 2021**

SUBJECT: **Communications Report** SUBMITTED BY: **Angie Jacobsen**

REPORT FOR INFORMATION

Convention and Expo

The Convention and Expo website (conventionexpo.olc.org) is set up and updates to the schedule continue to be added as well as information on COVID protocols. A promotional brochure was sent on Aug. 3 and the Convention continues to be promoted using Access, social media, and the OLC website. The on-site program book will be printed on Sept. 27. The printed book is smaller this year to save costs and to encourage attendees to use the mobile app. Work is almost complete on the new Convention and Expo app. This year, speakers will be able to upload their slides and handouts. Attendees will be able to create their own agendas and evaluate sessions through the app (eliminating the need for paper handouts). An email will be sent to all attendees in early October with instructions on how to download the new app.

Collateral materials for the OLC Connects area of the exhibit hall are being created for the following Divisions and Committees: Adult Services; Children's Services Division; Customer Service and Support Staff Division; Human Resources; Management and Administration; Marketing and Public Relations; Outreach and Special Services; Reference and Information Services; Small Libraries; Special Collections; Technical Services; Awards and Honors Committee; James Cook Book Award Committee; Membership Committee; and Diversity, Equity and Inclusion Committee.

Press Releases

- A press release was issued by the Ohio Department of Health on Sept. 7 about the at-home COVID testing kits available at public libraries. A copy is available on the OLC website. This has drawn significant media coverage around the state and nationally.
- Press releases were sent for each of the OLC Awards and Honors recipients. The winners were also announced in Access on Aug. 4, on the OLC website and on social media. Awards and Honors spotlight articles continue to run in Access. Several of the award winners received significant media coverage in local newspapers/websites.

Election Results

Information on OLC election voting was included in Access and posted on the OLC website. Election results were announced via Access and the OLC website on Aug. 11.

Division/Committee Projects

- The Teen Services Division's James Cook Book Award (JCBA) Committee met on Aug. 25 and selected the 2021 winning book. The winner will be announced during the Awards and Honors Luncheon at the Convention and Expo. A poster was created to promote the award during the Convention and Expo.
- The Marketing and PR Division met on Aug. 3. They discussed the Crisis Communications webinar on Sept. 9 and collateral materials for the OLC Connects table at the Convention and Expo.
- The Adult Services Division met on Aug. 10. They plan to continue to send monthly e-newsletters to division members and will have a display at OLC Connects during the Convention and Expo.
- Promotions for Library Card Sign-up Month continue throughout the month of September with resources for members in Access and on the OLC website.
- The quarterly e-newsletter by the Children's Services Division was created and mailed on Aug. 13 to all division members.
- The Certified Public Librarian and Certified Public Library Staff certification holders were listed in Access and on the OLC website.

OLC Website

JOBLine continues to be in the number one spot, followed by the Convention and Expo. The top 10 pages on the OLC website over the past two months are:

1. JOBLine
2. Convention and Expo
3. 2021 Youth Services Conference
4. Ohio Library News – What's Happening in Ohio's Public Libraries
5. At-Home COVID-19 Testing Kits for Public Libraries Webinar: Recording and Resources
6. 2021 OLC Election Results
7. 2021 Awards and Honors Recipients
8. Access LinkedIn Learning Courses with Your Ohio Library Card
9. Webinars & Online Learning
10. Certification

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