

**Ohio Library Council
BOARD OF DIRECTORS**

ITEM NO.: **5.F.3**

MEETING DATE: **May 13, 2022**

SUBJECT: **Communications Report**

SUBMITTED BY: **Angie Jacobsen**

REPORT FOR INFORMATION

Legislative Day

A press release was sent about Legislative Day on April 6. Libraries around the state utilized the sample press release and other advocacy tools on the OLC website. Legislative Day also gained traction on social media.

- Press release: <https://olc.org/blog/2022/04/06/olc-honors-ohio-first-lady-fran-dewine-and-senator-jay-hottinger-during-library-legislative-day/>
- Twitter Feed: [#OHLibrariesConnect](https://twitter.com/OHLibrariesConnect)
- NBC 4 Columbus news story: <https://www.nbc4i.com/news/local-news/columbus/fran-dewine-reads-to-children-as-part-of-statewide-reading-initiative/>

Convention and Expo

Information continues to be added to the Convention and Expo microsite (conventionexpo.olc.org). The Exhibitor Prospectus will mail on May 16. A save-the-date postcard will mail at the end of May. Will Haygood, the first of several keynotes, was announced in *Access* on April 27.

Library Levies

A press release was sent about Ohio voters approving all six public library levies on the May 3rd ballot. The average voter approval rating was 71% percent. The press release was sent on May 4.

- Press release and levy results: <https://olc.org/blog/2022/05/04/ohioans-approve-100-of-public-library-levies-3/>

Event Promotion

- Right Click 2.0: Cybersecurity and TechCred webinar was promoted via targeted email, *Access*, and the OLC website.
- Library Trustee Workshop was promoted in the *Trustee Newsletter*, *This Week*, *Access Weekly*, and the OLC website.
- Adult Services and Reference Virtual Conference was promoted via *This Week*, *Access Weekly*, the OLC website and social media.
- Public Library Fiscal Officer Conference (CPIM) was promoted via *This Week*, *Access Weekly*, OLC website as well as the Ohio State Treasurer's website.
- Technical Services Retreat was promoted via targeted emails, *Access Weekly*, and OLC website.
- Intellectual Freedom—A Foundation webinar was promoted in *This Week*, *Access*, and the OLC website.
- Trustee Dinners have been promoted in *Access Weekly*, *This Week* and the OLC website.
- A Call for Programs was issued, and an online submission form was created for the Outreach and Special Services Retreat. The Call for Programs for the Equity, Diversity and Inclusion Conference will open in June.

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Division/Committee Projects

- The Adult Services Division sent a reader's advisory email blast on March 28.
- The Children's Services Division sponsored an inclusive storytime webinar on April 26 and sent a division e-newsletter on March 4.
- CPL or CPLS certification holders (new and renewals) were featured in *Access* and on the OLC website.
- The 2022 Awards and Honors program has been featured weekly in *Access* and on social media. The deadline for nominations was April 30.
- A Call for Board of Directors nominations was published in *This Week*, *Access* and the OLC website.

Website

The most popular pages on the OLC website over the past two months are:

1. JOBLine
2. What's Happening in Ohio's Public Libraries
3. Legislative Day
4. Library Management and Leadership Conference
5. Convention and Expo
6. OLC Events Calendar
7. Access LinkedIn Learning Courses with Your Ohio Library Card
8. Certification
9. Right Click 2.0: Cybersecurity & TechCred Webinar
10. CPIM – Public Library Fiscal Officer Conference