

**Ohio Library Council
BOARD OF DIRECTORS**

ITEM NO.: **5.H.3**

MEETING DATE: **Sept. 15, 2023**

SUBJECT: **Communications Report**

SUBMITTED BY: **Angie Jacobsen**

REPORT FOR INFORMATION

Library Card Sign-up Month

Promotions for Library Card Sign-up Month continue throughout the month of September with resources for members in *Access* and on the [OLC website](#). A memo was sent to legislators about how they can help us promote Library Card Sign-up Month in their districts. A copy of the memo is available on the [OLC website](#).

Awards and Honors Media Coverage

Press releases were sent for the 2023 OLC award recipients. The winners were also announced in *Access* on July 26, on the [OLC website](#) and social media. Awards and Honors spotlight articles continue to run in *Access*. Award winners received significant media coverage. Recent examples:

- [WTOV 9](#)
- [The News-Herald](#)
- [Yahoo News](#)
- [The Times Leader](#)
- [Geauga County Maple Leaf](#)
- [The Village Reporter](#)

Convention and Expo

The Convention and Expo website (conventionexpo.olc.org) was created and registration opened on July 28. A promotional brochure was sent on July 21 and the Convention continues to be promoted using *This Week*, *Access*, social media, and the OLC website. The on-site guide will be sent to the printer on Sept. 8. The on-site guide includes maps of the Duke Energy Convention Center and lists basic information such as session times and room assignments.

The mobile app is more robust and includes session descriptions, core competencies, speaker information, program ratings, etc. 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. An email will be sent to all attendees with instructions on how to download the app. Instructions are currently available on the [OLC website](#).

Collateral materials for the OLC Connects area of the exhibit hall are being created for Divisions and Committees. A promotional display will also be created for the PLA Conference in 2024 and the OLC Convention and Expo in Cleveland in 2025.

Election Results

Information on OLC election voting was included in *This Week, Access* and posted on the OLC website. Election results were announced via *Access* and the [OLC website](#) on Aug. 16.

Division/Committee Projects

- The Adult Services Division Action Council had a hybrid meeting on Aug. 29 and sent their monthly e-newsletter on Sept. 5. They decided to have a joint display with the Reference and Information Services Division at OLC Connects during the Convention and Expo.
- The Marketing and PR Division met on Sept. 7. They discussed collateral materials for the OLC Connects table at the Convention and Expo.
- The Children's Services Division met on Aug. 18. They will have a joint display with the Ohio Ready to Read Task Force for the OLC Connects table at the Convention and Expo.
- The Small Libraries Forums were promoted in *This Week* and the OLC website.
- Members who recently earned or renewed their Certified Public Librarian and Certified Public Library Staff certifications were listed in *Access* and on the OLC website.

OLC Website

The most popular pages on the OLC website for the past 60 days are:

1. JOBLine
2. Convention and Expo
3. What's Happening in Ohio's Public Libraries
4. Access LinkedIn Learning Courses with Your Ohio Library Card
5. Conferences, Workshops & Webinars
6. Certification
7. Library Funding/PLF
8. Individual Membership
9. 2023 Awards and Honors Recipients
10. OLC News page