

**Ohio Library Council  
BOARD OF DIRECTORS**

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ITEM NO.: **5.G.3**

MEETING DATE: **Sept. 20, 2024**

SUBJECT: **Communications Report**

SUBMITTED BY: **Angie Jacobsen**

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**REPORT FOR INFORMATION**

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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](#). OLC sent a joint press release with Dolly Parton's Imagination Library of Ohio and Ohio First Lady Fran DeWine to encourage families to sign up for a library card. A copy of the press release is available on the [OLC website](#). It was picked up by Hannah News Service, [Ohio Capitol Connection](#).

Website

Work continues on the new OLC website. The new website will be fully integrated with OLC's new Association Management Software (GrowthZone). The first two phases have been completed and phase three is well underway.

1. Phase 1: Selected theme and colors.
2. Phase 2: Finalized the navigation menu and finished all home page content.
3. Phase 3: Currently adding and transferring content and creating database-driven pages (news, calendar, job postings, etc.).
4. Phase 4: Launching of the website

Division/Committee Projects

- The Adult and Reference Services Division sent its e-newsletter on Aug. 13
- The Marketing and PR Division sent its Marketing Minute e-newsletter on Aug. 16.
- The Teen Services Division hosted its second Teen Services Talk (online discussion forum) on Aug. 26.
- The Membership Committee added a new [Member Spotlight](#) to the [OLC website](#).
- The Small Libraries Forums continue to be promoted in *This Week* and the OLC website.
- CPL or CPLS certification holders (new and renewals) were featured in Access and on the OLC website.

OLC Website

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

1. JOBLine – Ohio Library Council
2. Library Management and Leadership Conference
3. Library Fiscal Officer 102
4. Conferences, Workshops & Webinars
5. Certification
6. 2025 Convention and Expo
7. Calendar
8. Access LinkedIn Learning Courses with Your Ohio Library Card
9. Adult Services and Customer Service Conference
10. Library Funding/PLF

**5.G.3: Communications Report**