



Marketing and Communications Committee

Committee Charge

The Committee fosters communication and dialogue among members pertaining to the issues and trends in academic librarianship, markets FACRL programming, and promotes the benefits of Association membership.

History of the Committee

The President-elect appoints a member of FACRL to a one-year term as Committee Chair. The Communications Manager serves as the Board Liaison. Committee members are appointed by the President-elect following a call for volunteers to the FACRL listserv.

Major Responsibilities

- Cultivate and create content for the FACRL sponsored social media channels to foster communication and dialogue among members pertaining to the issues and trends in academic librarianship.
- Create marketing pieces for FACRL programming that can be shared via posts to library related listservs, MLC lists and direct email.
- Create flyers, signage, banners as requested to market FACRL activities.
- Promote the benefits of ACRL/FACRL membership via posts to library related listservs, MLC lists, direct email and social media channels.
- Update News/Newsletter on website
- Make recommendations to improve our website presence
- Identify and promote ALA, ACRL, or other organization events/trainings that may be of interest to the membership

Procedures Used to Accomplish Major Responsibilities

- The committee will communicate via email and share marketing pieces in the shared Google Drive folder.

Committee Composition and Term(s) of Office

- Chair (one year term)
- Committee members - 5 FACRL members appointed by the President-elect
- Committee appointments are Annual to Annual
- Board liaison = Communications Manager



Marketing and Communications Committee

Reports to FACRL President

Contact People for Accomplishing Committee Objectives

- FACRL President
- FACRL President-elect
- FACRL Treasurer
- FACRL Communications Manager

Publicity Needs

1. Goal of 1 post per week
2. Create a facebook account for FACRL in the future
3. Create a linkedin group/account for FACRL in the future
 - 1 post per month on FACRL Membership value (request content from membership committee)
 - 1 post per month on ACRL sponsored programming
 - 1 post per month on member spotlight/kudos
 - 1 post on academic jobs in Florida (job board)
 - 1 post on legislative issues impacting academic libraries
 - 1 post highlighting committee charge/leaders/etc

Other Possibilities

- Newsletter (biannual)
 - 1 feature article spotlighting innovative programming or contributions to institutional value
 - Job announcements
 - Member profiles
 - Congratulations on publication/presentation/promotions
 - Calendar of events
 - Event promotion
 - Scholarships
 - Presentation/publication opportunities
 - Presidential column
 - Committee updates



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Documents to Create/Update

- Membership/recruitment brochure (aka New Membership Flyer)
- Signage/displays for conferences or promotional events
- Future biannual newsletter

Reports Generated

- January - Committee Planning Report due
- May - Committee progress report due
- October (Annual conference) - Annual report due

General Timetable

October

- Final promotion for conference

November

- Post conference spotlight on programming
- Post conference survey
- Call for candidates for election to FACRL Board
- Call for proposals for FACRL sponsored programming at FLA Conference

December

- Call for candidates for election to FACRL Board

January

- Spotlights on candidates running for Board positions

February

- Promote FACRL members standing for ALA election
- FACRL elections

March

- Announce FACRL election results



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- If ACRL year, highlight FACRL members presenting programs

April

- Design/create Annual Program page for website with coming soon theme announcement

May

- FACRL sponsored programming at FLA
- FACRL membership coffee at FLA
- FACRL Board meeting at FLA
- Announce FACRL Conference theme and issue call for proposals, sponsorship and scholarship opportunities
- Following FLA Conference?
 - Update Board of Directors on FACRL website - promote via News page and Twitter
 - Update Conference page with PPTs and Posters

June

- Market FACRL presentation opportunities for fall conference
- Market sponsorship and scholarship opportunities

July

- Market FACRL presentation opportunities for fall conference
- Market Scholarship opportunities

August

- Announce program slate for the Fall conference
- Market registration for fall conference

September

- Market registration for fall conference

October

- Author and submit Committee Annual Report



Marketing and Communications Committee

- Update Committee documentation and submit any files for retention to the FACRL Secretary