

Outreach, Promotions, and Partnerships Advisory Committee Meeting

Quarterly Meeting

Monday, July 8, 2024 | 11:00 a.m. - 12:00 p.m.

COMMITTEE CHARGE

The Outreach, Promotions and Partnerships Advisory Committee (formerly the Publicity Advisory Committee) is responsible for providing input to and feedback on the planning and assessment processes related to publicity, promotions, and public relations efforts. This committee also assists staff and the Librarians Council in developing strategies for outreach and partnering campaigns.

IN ATTENDANCE

CHAIR: Staci Wilson, Catawba Valley
Community College

Joanna Cox, Harnett County Public Library

Heather Day, Mount Olive University

Sheila Killebrew, Davidson County PL

Abby Moore, UNC Charlotte

Melissa Oleen, Rowan Public Library

Morgan Pruitt, Central Carolina CC

Will Ritter, Wake Forest University

Sherrill Shiraz, Queens University

Karina Soni, UNC Chapel Hill

ABSENT

Chris Robinson, UNC Wilmington

Jennifer Smith, Alamance Community College

NC LIVE STAFF

Sophie Hollis, Community Engagement Librarian (Liaison)

DISCUSSION

- Welcome & Updates
 - Welcome to Heather Day, new committee member from University of Mount Olive
 - NC LIVE updates
- Review of 2024 Annual Conference Feedback
- OPPAC Feedback on Post-Conference Site
 - **Decision:** Conference page is ready for publication.
- Nominations of location and dates for 2025 Annual Conference
- Brainstorm of 2025 Annual Conference Themes
- NC LIVE Fundraising Project
 - Action item: committee members sign up to find patron and faculty testimonials to support fundraising.
- Planned the October meeting

- AOB & Member Updates
- Adjournment