

Publicity/Public Relations Committee Report 2013-2014

Chairperson: Sharon E. Borbon

Committee members: Gretchen Hornberger, Jennifer Dalglish, Carol Ottolenghi,
SCCLL Board Liaison – Barbara L. Fritschel

Committee Charge:

- ▶ Complete third in a series of seven SCCLL Resource Guides to continue providing a marketing/public relations tool for our customers and parent institutions.
- ▶ Identify list of appropriate, national and local, court-related newsletters/magazines and submit articles prepared for Resource Guide Series for publication with the help of AALL's Publishing Initiative Caucus (PIC).
- ▶ Prepare a law library promotion of best practices listing successful law library promotion/public relations endeavors for publication on SCCLL web site.
- ▶ Create eye-catching gadget (mascot) to be used as giveaways at conferences and meetings (CONNELL).

Once the PR Committee had everyone on board we realized there was some confusion regarding our charge, in particular in regards to the resource guides. From this confusion sprang our first project – to identify the resource guides, ensure all information regarding the guides was accurate, and verify that all links were operative. Those efforts ended with corrections to how the resources guides were labeled on the AALL and SCCLL website.

Since there were already four completed resource guides we moved forward with reviewing content for possible updates and sought to determine if topics had already been identified for what would be the remaining three. The committee did find one guide in need of revision and we recommend the Board arrange for an author. A list of updates or corrections for resource guide number four will be provided to the Board.

As for additional topics we each had thoughts about what would be helpful in our own libraries. We suggest the Board consider the following topics for SCCLL resources guides:

1. Marketing a public law library – write your plan
2. Collection Development
3. Disaster planning for the law library

Should these topics be selected they will serve as a catalyst for the promotion of best practices by member libraries.

As the term of the committee was drawing to a close there was a shift of focus. Members began coordinating a SCCLL presence at the AALL annual meeting in San Antonio. A give-away item that would highlight the celebration of our 40 years as an SIS was selected and volunteers were sought to represent SCCLL in the membership area of the exhibit hall.

We hope that members will consider volunteering for this committee in the next year. There have been some excellent ideas presented by this committee in recent years and we now need members ready to transform those ideas into completed projects.