



REPORT OF THE GLL-SIS PUBLICITY AND PUBLIC RELATIONS COMMITTEE 2024-2025

Chair Sue Ludington

Members

- Amy Gregory
- Holly Grimes
- Laura Hankin
- Ana Mendoza
- Rebecca Sherman
- Karen Westwood, GLL Board Liaison

The 2024-2025 association year has been full of ups and downs for this committee and its members, but we have persevered and hopefully contributed something meaningful to the SIS!

1. All agree that **Marketing Mavens** is a laudable goal and project for this committee. However, garnering nominees who are GLL members has proved to be limiting. In late 2024, the committee received the GLL membership list, in hopes they could identify prospective awardees that way, but that strategy was mostly unsuccessful.

In the end, the committee decided to expand the eligibility for nominees altogether. Now, Marketing Mavens can recognize and honor non-GLL members, institutional members of AALL, and non-member government libraries.

We were only able to complete one Marketing Maven profile this year, but we're proud of the result: From the Thurgood Marshall Maryland State Law Library, we honor Cliff Hoffman and Joy Hollerbach and their work on the library's Special Collections Room. The feature will eventually be included in the upcoming edition of the *GLL News*, published on the GLL website, and promoted through the GLL member listserv.

2. The **GLL Resource Guides** (RG) project and affiliated future goals continued to be debated through this year. Early on, the committee received download statistics of the RG PDFs from AALL administration, which made clear these were only being accessed minimally. In January, this committee met with the Best A2J Practices committee chairs to discuss how our groups could collaborate and determine next steps. Members of the Best A2J Practices committee heroically updated links and content – to the degree they were able to – to Guides #4 and #5. There are many challenges associated with updating these materials, so debates continued regarding how best to approach. Regardless, that committee's work on the RGs was monumental.

With continued questions regarding the value of these publications, the committee charge concerning the RGs has been updated to read "In cooperation with Best A2J Practices Committee, review, revise, and

assess continued value of existing GLL-SIS Resource Guides.” P&PR committee advocates continuing to work with the Best A2J Practices committee on this project, in consultation with GLL Executive Board, to collectively determine future plans.

3. Per this Committee’s primary responsibility, we once again reserved an **SIS Display Board in the Exhibit Hall Activities Area** at the 2025 AALL Annual Meeting in Portland. We also signed up for a **table at the CONELL Marketplace**. At the Annual Meeting, committee members will ensure all materials are set up sufficiently in advance for both CONELL and the Activities Area display board. Most supplies and promo items are left over from last year’s event, including the gavel-shaped “stress ball” giveaway (of which we had approximately 100 remaining). Committee members also designed a new (and extremely inexpensive) banner for the display board, which committee member Holly Grimes will transport to the Annual Meeting.

The committee was approved to receive the second Canva license (each SIS is allotted 2 licenses to the platform as provided through AALL), and intends to use this platform going forward for all flyers and promo items. We used Canva to design the new banner as well as this year’s “Educational Programs” flyer. (Eventually the “About Us” and “Mentorship” flyers will be preserved here too.) The board itself will be put together by committee members using all existing supplies (which were shipped to Portland following the 2024 Annual Meeting and are currently being held by GLL member Lee Van Duzer).

Following the meeting, member Holly will take all display board supplies back to Ohio in an extra suitcase she’s bringing with her to Portland. The committee agreed that paying a checked bag fee would be significantly less than shipping the items via Fed Ex. Holly has generously agreed to hold onto the items until next year’s Annual Meeting in Cleveland.

By and large, there were no major expenses for this year’s Annual Meeting aside from the banner (\$30), printing fees (approximately \$150 max), and checked bag fee (approximately \$50).

4. **Updates to the P&PR Committee’s section in the GLL Handbook** were belatedly drafted and not sent to GLL Executive Board until late June. However, presuming that they can be incorporated and considered by next year’s committee, we hope the edits are meaningful and practicable. The most noticeable changes concern the Resource Guides and future development goals in partnership with the Best A2J Practices Committee.

While the P&PR committee regrettably fell short on accomplishing many goals this year, I am incredibly proud and grateful for all the contributions made by its members. I concede I may not be the best person to lead this committee in the future, but will be ready and willing to assist the next chair!

Respectfully submitted,

Sue Ludington
Chair, Publicity & Public Relations Committee