

LDLT Notes January 2021

Discussion Items:

1. Rebranding discussion led by Zsuzsa Koltay – work began pre-Covid to bring all of CUL branding into compliance with CU branding and clarify uses, redesign logos and distribute new guidelines.

Question about rollout: How does it get done, all rebranded at once or just new creations? This will be a combined effort, with websites done first, then other material as it's produced. Can be done case by case, with legacy material done as needed. Can use discretion with legacy material, depending on amount, visibility, etc.

Question about new brand and business card templates: Not yet implemented into templates but it will be.

Revised templates will be sent out for electronic letterhead, PowerPoints, etc.

Please send other thoughts for where it needs to get rolled out to Zsuzsa Koltay. Still a few issues to work out before final rollout. Printed materials are up in the air for now with COVID restrictions, so quarter cards and other material will wait until Fall.

2. Discussion of clarity of library openings and services as advertised on the website. Currently looks like a lot are noted as closed, but that's not necessarily true. Olin/Uris will continue work on the library hours page and let people know what they come up with.

3. Fines and fees discussion: Website indicates late fees are suspended until February 9th. Decision needed about what to do after that. Will continue to waive fees until June 30th, but will reinstate lost book replacement fees likely by March 1, or as soon as operationally workable. Decision endorsed by LEG.

Next fee question concerns late fees in general with the FOLIO switch. Examining what changes in fees, or eventual elimination of some fees, will do to the general revenue stream and perception of the library. Hoping to have a proposal by mid-February for discussion by Access Services and LDLT, then move towards LEG approval.

4. Question about having a formal library event annually on MLK day, based on the experience of those who attended Eric Acree's event this week. CUL could do other events for other groups throughout the year. Can be DIB headed work.