

2016-10-19 Meeting Notes

Attendees:

Agenda

1. New and Notable
2. Podcast Discussion
 - a. Feedback: What did we think?
 - i. Title approved
 - ii. Liked the tips and tricks section
 - iii. theme music was good
 - iv. Good guest
 - v. Library Hack - overnight reserve items
 - vi. Length
 1. Gabe, Nick - not too long at all
 2. maybe 30 min
 - vii. Who is the audience?
 1. Us
 2. Patrons
 - viii. How do we deliver the podcasts?
 - ix. Megan doing an Instagram profile - picture & text "Get to Know our Librarians" - dovetail into liaison videos
 - x. podcast "The Librarian is In" reference
 - xi. Segments
 1. guest interview - Erica and Ashley have agreed to be interviewed next
 - a. Mann outreach
 2. Audience Participation - Submitted questions from social media
 3. Question of the month from the reference desk - Noah, Megan, and Mel
 4. Library Hack - library tip (post tip later on Twitter or other social media)
 5. Fun Segment - cocktail chatter/watercooler talk
 6. From the Vault - highlight our special collections
 7. Strange and Wonderful from the New Bookshelf
 8. From the Ag Quad - live student interviews
 - b. Logo review - accepted
 - c. How can MaLT help produce podcasts
3. Library Liaison Video Brainstorming
 - a. Is there value in creating library liaison videos?
 - i. Are we personalizing our librarians or connecting them to subject expertise?
 - ii. Jim - Better to personalize librarians
 - b. Nick - optional rather than mandatory
 - c. Kelee - shoot 3 and test them to specific audience
 - d. What would they be like?
 - e. Are they general or specific?
 - f. Who are such videos aimed at? Audience?
 - i. Patron
 - g. Where do they live?
4. Action Items
 - a. Jim will round up volunteers. Matt reports back to group.
 - b. Tobi and Camille listen to meeting and respond.