June, 2013

The LALINC Executive Board establishes the Brochure Task Force (BTF)

Chair: Debbie Johnson-Houston

Background: LALINC has established this Task Force to assist in fulfilling Strategic Plan Goal 1, Objective 1.3: “Cultivate public awareness of the role of LOUIS and the benefits it provides”.

LOUIS Staff have worked with EBSCO to begin the process of developing a new brochure. They will provide to the BTF a copy of the “old” LOUIS brochure and the VIVA brochure. The LALINC Board would like to see two informational brochures created:

1) a brochure publicizing the benefits LOUIS provides to the state that is appropriate for distribution to public officials, non-governmental organizations (NGO), and other interested individuals and organizations.
2) a brochure explaining LOUIS’s role and benefits that is appropriate for distributing to students, faculty, and staff on campuses served by LOUIS.

Charge: The BTF is tasked with defining the target audiences for two brochures and identifying content to put into a brochure specific to each audience. LOUIS Staff will then work with EBSCO to design the brochure(s) and the BTF will review and recommend the final look, message and content.

Recommendation due: September 30, 2013

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