Brochure Committee
Final Report

The Task Force held its first meeting on July 11, 2013 in Baton Rouge at the LSU System’s Office. The meeting was a one day retreat which included a review of the Task Force’s charge; deciding on the target audience for the Brochures; and brainstorming content for the Brochures. However during the Brainstorming session we realized that we actually had several target audiences:

- Students
- Legislators
- Administrators
- Faculty
- Staff

The Task Force decided to combine the audiences into two groups: 1. Students and 2. Legislators, Administrators, Faculty, and Staff. The Brainstorming retreat was so successful in that we generated enough content for the Brochure; a student bookmark; new LOUIS logo; window cling; a QR code; and a students’ LOUIS webpage. The final product of all the above was also released in electronic format on the LOUIS website, under promotions.

The Task Force met by conference call on July 30th to tweak content copy for the 12-page Brochure and to identify terms to create a word cloud for the Bookmark. After the conference call a series of email exchanges continued between the Task Force, the LALINC Executive Board, and the LALINC Deans/Directors throughout August and September.

The LALINC Executive Board accepted the final draft of the Brochure and other promotional materials at their September 19, 2013 meeting. The final draft of the Brochure along with other Task Force activities were presented to the LALINC membership at the LALINC Fall Membership meeting on October 17-18, 2013 in Baton Rouge. A November 1, 2013 deadline was given as the final deadline for feedback, prior to all materials being submitted to EBSCO, the project partner, for printing.

The Virtual Library of Virginia’s (VIVA) brochure was a key resource used to shape the design of the LALINC Brochure.

Lastly, the Chair would like to thank all the Task Force members for their outstanding contribution to the success of this Task Force. In addition, we could not have efficiently and effectively completed our work without the firm guidance of Sara Zimmerman LOUIS Executive Director and her staff.

Respectfully Submitted by:
Debbie Johnson-Houston, Chair
December 17, 2013