January, 2014

The LALINC Executive Board establishes the: Public Relations Task Force (PRTF)

Co-Chair: Gerald Patout and Sharon Mader

Background: The LALINC Executive Board has established this task force to address Strategic Plan Goal 1, Objective 1.3: “Cultivate public awareness of the role of the LOUIS and the benefits it provides.” In 2010, LALINC/LOUIS loses 70% of its funding from the Board of Regents. That funding was restored to $500,000 or about 10% of the entire LOUIS budget. The Regents are trying to increase funding to LALINC/LOUIS over the next several years to get the consortium back to the 2010 funding of approximately $2.7M. This coming fiscal year, FY15, the Regents are asking the state to add another $500,000 to the current base of $500,000 for LALINC/LOUIS. We can help achieve this goal by marketing the benefits and efficiencies of this collaboration.

Charge: The PRTF is tasked with developing a public relations/marketing campaign that will 1) provide a unified, cohesive message for all LALINC/LOUIS advocates to use, and 2) put LALINC/LOUIS on the radar of all legislators, the governor, campus administrations, and other relevant parties. There are several PR pieces that have been developed recently including a fresh versions of the LOUIS logo, a taped radio spot, a scripted radio spot, a printed and electronic brochure and student bookmark, and a window cling. There are other pieces in the works. All are available for this effort and can be viewed at: https://sites01.lsu.edu/wp/louis/public_relations/. In addition, the SAVELOUIS.org webpage will be resurrected and updated.

Commence: December, 2013
Recommendations to Board: February 2014

PRTF Members:
Gerald Patout, Library Director, Louisiana State University Eunice
Sharon Mader, Dean of Library Services, University of New Orleans
Mike Matthews, Head of Serials, Media and Interlibrary Loan Services/Associate Professor, Northwestern State University
Karen Niemla, Assistant Professor & General Reference Librarian, and Library Webmaster, University of Louisiana at Monroe; Owner & Administrator, SaveLOUIS.org

Ex-Officio Members:
LOUIS Staff