

WYOMING LIBRARY ASSOCIATION

COMMUNICATIONS COMMITTEE REPORT

September 2005

- Remember a few years ago when, during our strategic planning session, the Communications Committee was charged with ownership of the marketing initiative? Well, the Wyoming State Library – Tina Lackey, in particular – has taken this and run with it. This amazing three-year campaign kicks off this year at WLA. I've really just served as a sounding board for the most part on this project. The campaigns they have created with the help of professional firm are truly outstanding, and I'm anxious to see the results of the labor. Keep in mind that this is not a campaign to reach librarians or library staff, or even frequent users for that matter. The campaign has specific goals and audiences and I think the results will reflect this. Keep posted on this one.
- The big monkey on my back, known in some circles as the section brochures, has been moved albeit not completely lifted. Because we were having an array of needs for each particular section with various needs and wants (if they even *wanted* a brochure that is), that I've decided that for many practical reasons we will not create brochures for individual sections.
- That said, within the first six months of the WLA year, I expect that we will have a high-quality, four-color brochures that we can offer, use, disseminate, etc., as we see fit. These will include brief information about sections and committees, but I feel that full information should be found on the website rather than in print material.
- This year, there was a rather limited call for the Communications Committee, especially when it came to document creation (for example, programs for the awards banquet). Many other individuals absorbed these responsibilities, and I think we need to make sure that this committee still has a say in the design and look of those documents.
- Served on the program committee for 2005. Unfortunately, most of my work was limited to electronic communications because I was unable to travel to the meetings. Representing the communications committee, I did offer what support I could to Dail and Kirsten in my capacity.
- Still hoping to get a public relations roundtable started at ALA. Will work with one of the sections to serve as a "sponsor" to this possibility.

Respectfully submitted,

Troy Rumpf
Chair