

Date: 24 May 2011: update to 19 January 2007 charge

To: Interim Dean Leah Monger
Public Services Department Head, Randall Schroeder

From: Library Faculty

Re: FLITE Marketing Committee

*approved at May 24/2011
Librarians Meeting
LMM*

PURPOSE:

The purpose of the FLITE Marketing Committee is to promote and publicize library services and resources to current and prospective FLITE users.

PROCESS:

The committee will meet at least once a semester and other times as required to discuss and move forward with the goals of the charge. In addition to the members of the committee, input will be sought from the library faculty, administration, and staff for ideas which contribute towards the goals of this committee. The committee will report to librarians and staff about events and other activities.

GOALS:

- Examine avenues for FLITE promotion on campus and determine how best to target FLITE users: students, faculty, and community
- Develop materials in print or other format to increase awareness of FLITE services, resources and presence on campus
- Identify mechanisms for external communications regarding library related activities and resources
- Examine ways to promote internal communications, both for soliciting ideas and communicating information about library activities to all library staff
- Work with other units in the library to produce effective promotion materials
- Develop mechanisms for promoting major FLITE activities and events

COMMITTEE:

The committee will be comprised of at least four and no more than six individuals from across departments, including at least one staff position, and would be approved by the Dean. Each individual would serve two years as a member (September – September) with a staggered rotation. A rotating coordinator chosen by the committee will be the head and serve a one-year term.