

Date: 09 January 2007

To: Dean Richard Cochran
Assistant Dean, Joe Weber
LSO Department Head, Leah Monger

From: Library Faculty

Re: FLITE Marketing Team

PURPOSE:

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

The aim of this document is to formalize the FLITE Marketing Team consisting of the following members:

Jodi Shepherd, Reference and Instruction Librarian, (Team Lead)
Julia Buryk, Digital Resources Librarian
Kristy Motz, Library Instruction Coordinator
Fran Rosen, Acquisitions & Collection Development Librarian

PROCESS:

The team will meet at regularly scheduled times during Spring Term 2007 to discuss and move forward with the goals of the charge. In addition to the members of the team, input will be sought from the library faculty, administration, and staff for ideas which contribute towards the goals of this team.

GOALS:

- Examine avenues for FLITE promotion on campus.
- Develop materials in print or other format to increase awareness of FLITE services and resources
- Identify mechanisms for external communications for library related activities and resources
- Examine ways to promote library activities between library departments
- Work with other units in the library to produce effective promotion materials
- Determine a structure for continuing FLITE marketing. Recommendations will be presented to the Librarians by the end of the Spring Semester 2007.