

L-net Advisory Board Meeting

July 30, 2010

Board Members present: Lori Moore, Dawn Lowe-Wincentsen, Erin Sharwell, Stuart Levy, Lori Wamsley

By Phone: Buzzy Neilsen, Liisa Sjoblom, Kathleen Casey, Darci Hanning, Dale Vidmar

L-net Staff present: Caleb Tucker-Raymond, Brett Lear

Not present: JoAnne Klassen

Recent Pranks

We've had some interesting pranks lately. We'll keep an eye on this and if it happens again may have to make out of state IP addresses a lower priority to overcome the problem. Dawn added that we should do this for the general L-net service only.

Advisory Board Membership

Erin, Lori W, and Lori M will stay for another year. Joanne and Liisa will be rolling off. Caleb has a person interested and Liisa will look into getting representation from Central Oregon. This should be enough to fill the vacancies. Lori will step down as chair so we need a nomination for a new one.

Annual Statistics from L-net

Caleb went over use statistics for the last year from public libraries, schools and academic institutions. L-net local widgets may have induces changes from some locations. Caleb will follow up with comparison numbers from last year to get trends.

Marketing

We all agree that we should continue to market to libraries, librarians, and both current and potential staff before we start marketing to the public. We can do this through ongoing training, mentorship, getting the word out to public and school librarians that it is available, and perhaps using social media to provide support to current users. Social media information would need to be useful, vibrant and regularly updated rather than static and dry. It could be info like upcoming trainings, reminders about best practices, recent interesting questions, and a place for staff to communicate. We talked a bit about having a public L-net Facebook page as well. It seems like it might be a lot of work for very little public interest though.

We discussed having kiosks at conferences to promote L-net. Dawn suggested "hosting" the Online NW conference. We could provide a twitter feed with info and people could respond and give updates on their experiences.

Getting the word out to kids and school libraries is still important. We discussed attending OSLIS (Darcy will ask Jennifer at the state library to do this) and ? (I did not get the acronym mentioned) meetings as well as focusing on schools that don't have media specialists by visiting those schools directly. We could also try to get a widget on school websites.

Texting Update

Caleb talked about the upcoming roll out of texting. We are contracting with Text a Librarian. This will work with the current chat software so staff can merely pick up the question as they would any other. The questions and the answers will be a bit different and training will be forthcoming.

Patrons dial a number and enter a keyword (only the first time they use it). Caleb is currently asking patrons what keyword they think is best.

Texting can be local for any library for \$200 (to get a keyword).

There will be promotion materials such as cards, bookmarks, posters. It's possible even to provide barcode patrons can scan with their smart-phones.

Future Meetings

As her last duty as chair, Lori will put together a meeting schedule and put it out to the group for approval. Fridays work best for most. Could be in different locations over the year.