Strategic Communications and Marketing Committee

Charge:

The purpose of the Strategic Communications and Marketing Committee is to promote awareness of the Library among the various user groups within its academic community and to gain greater recognition for the Library's services, initiatives, and innovations with a broader external audience. The Committee develops expertise and ideas to assist the various components of the library in marketing products and services, and collaborates with other library faculty and staff to determine appropriate and relevant messages and materials.

The Committee works closely with and advises the Development Office and is charged with the following responsibilities:

• Undertakes activities that will establish a clear and positive image of the libraries in the university community and beyond.
• Undertakes activities that increase awareness in the university community of the scope of the Library’s services.
• Builds an internal marketing culture within the Library.
• Serves as a resource for branding new resources and services offered.
• Provides advice and coordinates the planning, development, and production of promotional products, events and activities for the library with other library groups and departments on an ongoing basis, including working with the Office of Public Affairs.
• Identify and develop the broad messages and themes to use in marketing to various constituencies of the library.
• Provides a framework to ensure consistency in the Library’s communications concerning public relations and marketing.
• Performs a regular evaluation of the libraries’ image and public perception.
• Prepares a regular report, which includes a summary of the previous year’s activities, a marketing plan and budget for the coming year.

Members: Members serve staggered 2-year terms that coincide with the academic year, with the exception of the representative of the Development Office who will be a permanent member with voting rights.

Chair selection: A chair will be selected annually by the University Librarian, with the advice of the Library Executive Committee.

Reports to: The Committee reports to the University Librarian, and its reports and recommendations are shared with Library Executive Committee.