

MINUTES
MORE Executive Committee
Friday, March 6, 2020

Present/Attending: Krissa Coleman (RO) Chair, Rob Ankarlo (CU), Rebecca Puhl (PH), John Thompson (IFLS).

Absent: Tina Norris (HU)

Also Present: Reb Kilde, Lori Roholt.

CALL TO ORDER:

Coleman (RO) called the meeting to order at 10:02 am.

ESTABLISH A QUORUM:

A quorum was established.

COMPLIANCE WITH OPEN MEETING LAW:

Compliance with open meeting law was confirmed.

MODIFY/APPROVE AGENDA:

Ankarlo (CU) moved to approve the agenda. Puhl (PH) seconded. Motion carried.

MINUTES:

Ankarlo (CU) moved to approve the minutes dated February 7, 2020. Puhl (PH) seconded. Motion carried.

MARKETING FOR MORE

Reb Kilde, IFLS PR and Communications Coordinator, requested feedback about the stalled system-wide marketing plan following the discontinuation of the system subscription to Lynda/LinkedIn Learning, the IFLS website, and IFLS's NewsFlashes newsletter.

For system-wide marketing, the committee recommended focusing on social media-ready "did you know"-type resources and video tutorials for patrons on the MORE Catalog. The committee did not have suggestions for adjustments to the IFLS website, but would appreciate Kilde helping libraries with visibility on Google Maps. Kilde shared information about NewsFlashes' switch to distribution via MailChimp, and the committee agreed that a workshop about MailChimp would be useful for libraries developing their own electronic newsletters.

Thompson left the meeting at 10.50a

ACCOUNT EXPIRATION MESSAGE IN MORE CATALOG

The committee recommended leaving the account expiration date message in patron accounts in the new MORE Catalog, but suggested re-wording to make more clear that MORE-member library patrons can use library resources with an expired card.

Puhl left the meeting at 11a

WAPL SCHOLARSHIPS FROM MORE

Because staff attendance at general library conferences like WAPL may not create a significant benefit to MORE as a resource-sharing and automation consortium, the committee recommended not using MORE Conferences funds for WAPL scholarships at this time.

ADJOURN:

The meeting adjourned at 11.29 am.

Lori Roholt, Recorder