AALL Committee Activities and Action Plan

Committee Name: Public Relations Committee

Committee Charge:

The Committee shall:

Develop materials that will inform those within and outside the profession regarding the value of law librarians.

Selects one (1) or more recipients every year for the annual AALL Excellence in Marketing (EIM) Awards, or no recipient if it deems none of the nominees sufficiently qualified, and will submit the winning recipient's name(s) to the Awards Committee. The Awards Committee will oversee the grant of the annual AALL Excellence in Marketing (EIM) Awards to the recipient selected by the Public Relations Committee.

Submit a column on a public relations topic for each issue of the AALL Spectrum

Major Activities for 2009-2010:

The committee continued a large presence at the 2009 Annual Meeting through participation in the CONELL marketplace (our "giveaway" was ALA bookmarks), a large display set up in the Exhibits area to showcase the winners of the "Day in the Life" photo contest and the "Excellence in Marketing" award, which was staffed by Public Relations Committee Members during the no conflicts times. We also facilitated an open roundtable discussion during the annual meeting, extending a special invitation to those who submitted entries to either contest.

The Public Relations Committee continues to embrace the strategic goals of leadership and education through articles in each issue of AALL Spectrum. Subjects to date have ranged from articles on public speaking, good will ambassadors, and social media strategies

At the Committee meeting during the Annual Meeting the Committee determined that the "Day in the Life" (DITL) contest should move back to the every other year schedule due to the lower number of submissions when the content was held two years in a row. The next "Day in the Life" (DITL) contest will be held in 2011. During this meeting the Committee also decided not to hold the Public Relations Round Table at the 2010 Annual Meeting. Due to the great number of conflicts this session was very poorly attended at the 2009 Annual Meeting.

The Excellence in Marketing (EIM) entries were again very small in 2010 (a subcommittee will be making decisions regarding the winners in March 2010). In one category, we had only one entry. Perhaps the board should consider whether this contest should be held every other year as well. The PR Committee could hold the "Day in the Life" photo contest one year and the EIM contest the following year. This might generate more entries and attention for both programs.

As for work that has begun, but is not yet complete, the Committee is working on the following:

- Refresh of the Public Relations Committee website, including more description around content, and an update of resources available. We expect this work to be complete this spring.
- Indexing of the Public Relations Committee AALL Spectrum articles. The committee feels that there are a lot of valuable Public Relations ideas within the articles that have been written by the Committee, but they can be difficult to find. Several Committee members volunteered to develop an index and to index the articles available. We expect this work to be complete this spring.
- The AALL Board asked the Public Relations Committee to work on a new project on Promotion of Law Librarians to the Legal Community. Work on this project has started and the Committee will submit a report for the AALL Board summer meeting.

Proposed Activities for 2010-2011:

The "Day in the Life" (DITL) photo contest should be held every other year instead of annually, and the Committee plans to hold this contest in 2011. Some AALL members have commented that they would like to be able to submit photos via email. This should be discussed with Headquarters staff.

The Committee and the Board may want to discuss the timing of the "Excellence in Marketing" (EIM) awards due to the low number of entries. An every other year schedule may be best, and could alternate with the "Day in the Life" contest. If this change is made the Committee Charge needs to be changed as
well.

We anticipate that work will continue on the Promotion of Law Librarians to the Legal Community project.