



**Engagement Committee  
Minutes  
Wednesday, August 11, 2021 at 2 PM**

Zoom, registration link:

<https://railslibraries.zoom.us/meeting/register/tJwsc-yvrTljG93qVlglhxrYkeXuQ-MM3V82>

I. Welcome and introductions

Present: Elizabeth Smith (PrairieCat), Melissa Landis (PrairieCat), Rici Dale (RL), Victoria Blackmer (CV), Patti Smith (RO), Chelsey DeSplinter (PrairieCat), Lisa Powell Williams (MX), Magda Bonny (PrairieCat)

Absent: Karrah Kuykendall (RP), Dana Fine (PR)

II. Review charge of Engagement Committee

a. Charge: The Engagement Committee works to actively engage members at all levels, to create connections and advance the organization through activities like PrairieCat's annual conference PUG Day, peer networking opportunities, and more.

b. Meeting Frequency: Bi-monthly meetings in even-numbered months. August, October, February, April, June. 2nd Wednesday at 2:00 pm via Zoom.

III. Update Strategic Plan Evaluation Survey

Smith stated the Strategic Plan Evaluation Survey will be sent out to the membership on Monday, August 16 and will be open for two weeks.

IV. PUG Days 2021 - Virtual Event

a. Registration Open / Program Update

Smith shared the PUG Day registrations with the Committee. The top programs are Get back in here! Library Promotional Ideas to Draw People Back to the Library, Technology on a Shoestring Budget and The Library after COVID-19.

b. Promotions Plan

Smith said the main form of communication about PUG Day is through email, the website, the newsletter and social media. In order to promote this year's event, is a weekly email too much? Blackmer replied that a weekly email is not too much as long as it's not the exact same email every week. Smith will include it in RAILS newsletter as well.

Smith asked if it would be useful to have a usable/interactive calendar for PUG Day. Williams said, yes, an electronic calendar would be useful.

c. Survey Discussion

Smith stated that last year's PUG Day, we had a short five question survey



after each session. There was a low response rate. Smith suggested having the speakers should stress the importance of the feedback before and after each session. Blackmer proposed having a continuous slideshow play in the virtual waiting room before the speakers join and begin the sessions. Williams suggested making sure the attendees know how crucial the survey is and that the feedback helps to determine grants and funds. Landis likes Blackmer's slideshow suggestion. Smith will post last year's five survey questions in Basecamp for everyone's review.

The Committee agrees to have short session surveys instead of all-encompassing comprehensive post event survey. Then send out a survey to gather information about the 2022 event.

d. Archives / Website

Dale asked if the session recordings really won't be posted until October 1<sup>st</sup>? Smith replied, no, they should be posted within 24 hours, the October 1<sup>st</sup> is just in case of complications that may occur.

Landis asked about getting a branded background for the Zoom speakers. Smith will look into it.

V. PUG Day 2022

a. Venue Options

We are planning for an in-person event in 2022. Smith is looking into the availability at Waubensee College in Sugar Grove on 9/23/2022 or 9/30/2022. Committee agrees to move forward with Waubensee College if they are available.

b. Budget

\$15,000 was budgeted in the draft FY23 budget for 2022 PUG Day. This number could change.

VI. CE plan / schedule for FY22

Smith said the membership has expressed interest in CE sessions throughout the year. Some possible topics include IMRF, legal issues in libraries, board relations. These would be virtual sessions so they could take place during the winter months without worry of weather inconveniences. Blackmer suggested a speaker covering Privilege, which might be more suited to RAILS EDI, but she'll pass along the information.

VII. FY22 Meeting Scheduled:

Next Meeting: Oct 13, 2021 at 2 pm via Zoom