



NJVid Outreach & Marketing Workgroup

9/10/08 – 1:30PM

MEETING MINUTES

Present: Bob Wolk, Sandie Miller, Sheri Prupis, Tom Uhlein, Tom Nemeth

Outreach:

Sandie stated that the Metadata Workgroup had asked to have the Video Submissions press release sent to them for distribution to the VALE and Palinet listserv. Sandie will send this to Mary Beth Weber who will forward it.

Bob said approximately 400-500 small institutions exist throughout New Jersey to which we should market NJVid. Most belong to an organization called “League of NJ Historical Societies” or something similar. Bob has created a survey with a down-to-earth introductory letter that these institutions can respond to indicating the video materials they have in their collections. He will rewrite it to include a request that they actively contribute to and use NJVid. He needs to correct the capitalization of NJEDge.Net and indicate that NJVid means New Jersey Video Portal and Repository. Bob also has access to the American Museum Directory (AMA) print volume in the library which gives a full list of museums and societies in NJ.

Bob asked that we create a central email address that everyone can use to contact NJVid. To this end, Sheri will check to see if njvid@njvid.net is possible to obtain, and if not, we will use njvid@njedge.net. This email account will forward messages to Sandie and Tom N.

We should set up a table at the VALE Conference on January 9 to expose NJVid to a wide library audience – To become aware of municipal libraries throughout NJ, we can refer to Bob’s ALA-published list of libraries throughout the state, broken down by municipality.

Sandie would like to add a Quick Survey to the NJVid Web site where end-users can answer a handful of questions about their experience using NJVid. It will yield valuable feedback regarding what aspects of NJVid need to be tweaked, reworked, or left as is. This was slated to be done per the grant.

The NJEDge.Net Conference Web site’s “Schedule” page lists participating NJEDge organizations giving them a high degree of visibility. The conversation then turned to how NJVid can provide similar visibility to participating institutions on its Web site as a way to entice institutions to participate in NJVid. Sandie thought such an enticement might be irrelevant to museums, but Bob thought it would be a good way to increase exposure among those institutions, who like to market themselves as a valuable way to

spend a weekend afternoon with the kids. They would appreciate the marketing opportunity. Taking the idea further, if NJVid were to put a spotlight on “featured” institutions who contribute to NJVid, this would really increase that institution’s visibility among online video users and act as a major enticement to contribute to NJVid.

Marketing Materials:

Sandie will work on sending out the press release that Tom N. wrote for a general audience after she pares it down and revises it to read as if the NJVid Commons is currently available to use and receive contributions. The content will be integrated into a one-page advertisement in the NJEDge.Net Conference journal. Tom U. will design the ad around the content that Sandie will send him. Sheri’s idea is to base the design of the ad around the new NJVid web site design.

Tom U. will also work on designing a tri-fold brochure that Sheri will place in the NJEDge.Net Conference attendees’ folders. Tom N. will revise the content so that it targets faculty with students. Then again, Sheri pointed out that faculty might want students to access museum and municipal libraries’ videos, so the alterations should not tilt too far to one side of the audience spectrum.

This Outreach & Marketing group will reconvene on September 24 at 1:30PM. Tom N. will send out an email reminder beforehand. At that follow-up meeting, Tom U. will present his working design proposal for the ad and brochure, but he needs the content for each ASAP.

Meeting adjourned.