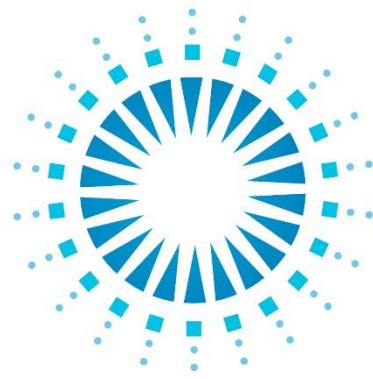


Northeast Ohio
Regional
Library System



School | Public | Academic | Special
Maximizing Library Potential Together
www.neo-rls.org

NEO-RLS Advisory Groups

Betsy Lantz, Executive Director

Debbie Blair, Fiscal Officer

Advisory Groups

- Marketing/PR
- Special Libraries (Academic, School, Special)
- Technology
 - Chaired by Board or non-Board members with a Board liaison
 - May meet virtually
- CE Emerging Tech
- Information Technology
- Youth Services
 - Facilitated by the Continuing Education Coordinators
 - May meet virtually

Advisory Group Meetings

- Advisory Groups meet per a pre-arranged schedule for the year
- Advisory Group meetings are held throughout the year at the convenience of the Chair, members and NEO-RLS staff
- Advisory Group meetings last 1-1.5 hours with the exception of the CE Advisory Group
- Most Advisory Groups meet two times per year

Advisory Group Meetings

- Additional Advisory Group meetings may be called as needed
- Advisory Groups may meet virtually
- Agendas and packets are sent out to Chair for approval two weeks in advance
- Packets are sent to members one week in advance
- Minutes for Advisory Group meetings are kept
- Recommendations from an Advisory Group will be forwarded to the Executive Director who will take to the Board or forward to the appropriate Standing Committee for further action

- As an Advisory Group Member
 - Regular Advisory Group attendance and participation
 - Note meeting dates on calendar
 - Review packet in advance of meeting
 - Let Chair know if unable to attend
 - Ask questions and provide input
 - Participate in DEIA training

Your Leadership Responsibilities

LEADERSHIP

- As an Advisory Group Chair
 - Meet with Executive Director prior to first meeting
 - Reach out to your Advisory Group members
 - Review packet in advance and note questions, changes needed
 - Assign someone to take minutes
 - Take recommendations to Executive Director
 - Serve as a bridge (Past Chair) to the next Chair

Your Leadership Responsibilities

LEADERSHIP

Marketing/PR

The Marketing/PR Advisory Group serves as a resource to the Executive Director in the areas of marketing and public relations by examining the objectives and baseline analytics for NEO-RLS marketing efforts and making recommendations for Marketing/PR strategy and effective message content and delivery.

Work in 2022-2023 includes:

- Review of website audit for accessibility
- Review of newsletter and website
- Track Marketing Plan progress