

## LWLC Committee Assessment Form

Month/Year: November 2012

<b>Team Goal 1</b>	The <b>Library Relations Team</b> will enhance its marketing to the academic community by June 30, 2013.	
<b>What will this goal accomplish?</b>	By creating and distributing relevant publicity materials, the LWLC will increase patron usage of the library and will increase its visibility in the academic community.	
<b>Monthly Activities Towards Achieving Goal</b>	<ol style="list-style-type: none"> <li>1. Made LWLC Information Cards and Date Due Cards available throughout the library</li> <li>2. Created draft flyer for Library Rededication event</li> <li>3. Scheduled and conducted storytime for Zelia Stephens Early Childhood Center</li> <li>4. Worked with Publications Dept. to create a flyer for the Library Club's Food &amp; Blanket Drive</li> </ol>	
<b>Data Analysis Assessment Activities</b>	Students from the Zelia Stephens Early Childhood Center were brought to the LWLC on November 14, 2012 and enjoyed a storytime conducted by Jessica Platt.	
<b>Comments</b>	<p>Date Due Cards are informative for students because they contain directions on how to renew library books online.</p> <p>The storytime for ZSECC students was successful.</p> <p>The two aforementioned flyers were not used.</p>	
<b>% of Goal Accomplished</b>	Since creating and distributing relevant publicity materials is an ongoing activity necessitated by current events and new services/materials, our goal has been partially accomplished (although a numerical percentage is unavailable at this time).	
<b>Time Line for Supporting Activities</b>	<b>Activities:</b> <b>1: <u>Distribute iLEARN flyers to campus via email.</u></b> <b>2. <u>Work with library staff to plan and publicize National Library Week activities.</u></b> <b>3: _____</b> <b>4: _____</b> <b>5: _____</b> <b>6: _____</b> <b>7: _____</b>	<b>Completion Date:</b> <b>1: <u>January 30, 2013</u></b> <b>2: <u>April 2013</u></b> <b>3: _____</b> <b>4: _____</b> <b>5: _____</b> <b>6: _____</b> <b>7: _____</b>

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<b>Team Goal 2</b>	The <b>Library Relations Team</b> will develop a plan for marketing to include one public service radio marketing spot about the library and at least one online/emailed commercial to its constituents by June 2013.	
<b>What will this goal accomplish?</b>	Accomplishment of this goal will increase patron usage and increase the visibility of the LWLC in the academic community.	
<b>Monthly Activities Towards Achieving Goal</b>	No action was taken in November but the Chair of the Library Relations Team will work with Walter Davis and others in the LWLC to meet this goal in the coming months.	
<b>Data Analysis Assessment Activities</b>	It is the LRT's hope that the public service radio marketing spot will direct more patrons to the library and will increase the LWLC's visibility across campus.	
<b>Comments</b>	N/A	
<b>% of Goal Accomplished</b>	0%	
<b>Time Line for Supporting Activities</b>	<b>Activities:</b> <b>1: <u>Contact WVAS to learn about radio spot guidelines.</u></b> <b>2: _____</b> <b>3: _____</b> <b>4: _____</b> <b>5: _____</b> <b>6: _____</b> <b>7: _____</b>	<b>Completion Date:</b> <b>1: <u>February 2013</u></b> <b>2: _____</b> <b>3: _____</b> <b>4: _____</b> <b>5: _____</b> <b>6: _____</b> <b>7: _____</b>

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<b>Team Goal 1</b>	The <b>Library Relations Team</b> will produce at least one <i>Libretto</i> newsletter by June 30, 2013 publicizing the library.	
<b>What will this goal accomplish?</b>	By creating and distributing <i>The Libretto</i> , the LWLC will increase awareness of the library and its contributions to the academic community.	
<b>Monthly Activities Towards Achieving Goal</b>	No action was taken in November because Eric Ledwell (Chair of <i>The Libretto</i> subcommittee) has been on medical leave. The LRT will work with him upon his return to complete an issue as soon as possible.	
<b>Data Analysis Assessment Activities</b>	Upon completion of the next issue, positive and/or negative feedback will help guide the committee's decisions when creating future issues.	
<b>Comments</b>	The LRT is looking forward to Eric Ledwell's return and working with him to develop a new issue. LRT members were encouraged at the last LRT meeting to provide ideas for submissions to Ledwell.	
<b>% of Goal Accomplished</b>	0%	
<b>Time Line for Supporting Activities</b>	<b>Activities:</b> <b>1: <u>Work with Eric Ledwell, library staff, and the Publications Dept. to distribute <i>The Libretto</i>.</u></b> <b>2: _____</b> <b>3: _____</b> <b>4: _____</b> <b>5: _____</b> <b>6: _____</b> <b>7: _____</b>	<b>Completion Date:</b> <b>1: <u>June 30, 2013</u></b> <b>2: _____</b> <b>3: _____</b> <b>4: _____</b> <b>5: _____</b> <b>6: _____</b> <b>7: _____</b>