

FRIENDS OF THE LIBRARY 2014-2-15

Publicity Committee Report:

The Publicity Committee is responsible for gathering information from the other board committee people who would like items to be broadcasted to the community at large. This occurs through our Friends of the Scarborough Library website, the Scarborough Library website, newsprint, television, local events calendars and Footnotes. The major focus for this year's publicity was surrounding the Adult Literature Program, the Annual Membership Meeting and the 2015 Book Sale. The committee consists just of the Chairperson. Nothing is budgeted for this committee since most of the work is done through emails, except for ads for the Book Sale which is part of that committees budgeted line items.

Website Committee Report:

2013/2014 was an exciting year for the Friends of the Scarborough Library to begin the update of their website. With the hiring of our first website developer, Susan Winch, we were able to select a new web host called Bluehost. Also, our domain name was selected as <http://Scarboroughlibraryfriends.org>. During the 2014-2015 time frame, Susan spent this time refreshing and updating our website. Susan also created our new Friends Logo which you can find displayed on our new website and all of our upcoming communications. Please take a moment to visit and enjoy our new website and the efforts of Susan Winch.

Website 2014- 2015:

A website committee that consisted of interested Board members met several times prior to Oct. 14, 2014 to develop some basic principles for the redesign of the website. Three guiding principals were established:

1. The site should be user friendly and well suited to the use of FOSL members;
2. Content should be up-to-date and always in sync with info in the Library newsletter and Library web site; and,
3. The site should coordinate (be compatible with) the Library web site.

It was also decided that:

- 1 That the bookshelf header on the existing site should continue on the new site.
- 2 The colors used on the new site should be taken from those used in the "bookshelf". (Green of FOSL banner should not be used. This becomes even more important since the Library has new green logo.)
- 3 Photos of FOSL members engaged in Friends activities should be used through the site both to promote the activities and mission of FOSL.
- 4 Photos should demonstrate that being a "Friend" is fun.

- 5 The menu should have an updated look, remain at the top of the page, and have drop down items for related menu items.

Further, provision should be made:

- 1 For posting up-to-date program and meeting information;
- 2 For posting news about FOSL members (including noting the passing of members) and press releases.
- 3 Links to related information on the Public Library web site should be maintained.
- 4 Janice and Susan met regularly for the next five months to formulate the design for the new website, sharing several iterations with the Board. The Board voted to approve the new design and the website went live on 3/21/2015.

Logo:

The Board then engaged Janice and Susan to design an updated FOSL logo, compatible with the new website design. We drew on many of the principles established for the website design and determined:

- 1 The design should timeless, be clean and simple and should represent some facet of who the Friends are as an organization.
- 2 It should be neutral and timeless.
- 3 FRIENDS should be the focus of the design.
- 4 The logo should work on a letterhead, envelope, a book bag, as well as the web site.
- 5 It should be resizable according to the use of the logo.

On April 10, 2015 we presented 8 possible designs to the Board via an online survey and asked for feedback. The feed back was collected and designs identified by the most members as favorable were presented to the Board on April 14, 2015 and a final selection was approved.

Respectfully submitted,
Janice Paul
Publicity/Website Chair