

LAUC R+PD monthly meeting  
April 16, 2008, 1-2 pm  
AAL Seminar Room

## Minutes

Present: Katie, Alice (co-recorder), Holly, Kari, Ardys (convenor and co-recorder)

- 1) Announcement  
One LAUC-SD funded subscription was inadvertently renewed for another year. The cost was \$149; it will be cancelled this year.
- 2) Research workshop
  - a. We're ready for Part 2 on April 17. According to the RSVPs, we should have the same people in attendance as we did for Part 1.
- 3) Britt Mueller talk
  - a. The session is scheduled for May 12, 1:30-3:30 in the Seuss Room.
  - b. Holly is taking over organization of this one and is currently getting people together for a pre-talk lunch that will help figure out the set up for the session.
  - c. Katie needs text for the flyer.
  - d. Britt's description of her talk.
    - i. **Telling Them About Themselves: Focus on the Customer, not the Library When Positioning Within the Larger Organization**  
We have all heard the social wisdom of limiting the amount we talk about ourselves when meeting a new person. Using this guideline when positioning a corporate Library may seem counter intuitive, but in fact it has been the key to success in a year long positioning effort for the QUALCOMM Library. Instead of experiencing a glazed eye response when speaking about the general benefits of the Library, we now provide granular and specific data about Library users. The results provide decision makers with information and insight into their own organizations that they might not have been previously aware of. Our ability to speak to their specific organization's information needs and preferences using a highly standardized and structured process of collecting and analyzing transactional metrics and user data allows us to tell a powerful story that can spark intense interest in those making budget and resources decisions.
- 4) eScholarship update
  - a. There is a problem with the forms that Jennifer Franson and Ardys are working out.
  - b. Ardys will re-send the URL for the web site to the committee.
  - c. Martha will be sending the introductory message calling for submissions.
- 5) Request for speaker co-sponsorship with IOC: Pat Wolfe, "Brain Research and Education: the vital connection."
  - a. There is agreement among this group that this is a worthwhile workshop to co-sponsor. A message will be sent to the full committee membership for approval after Katie gets us a dollar figure.
  - b. This group brainstormed about ways to publicize the event.
  - c. Katie will get the exact dollar figure that includes speaker fee and travel.

Meeting adjourned at 2pm.