

September 23, 2005

To: PACSCL Outreach Committee
From: Laura Blanchard
Re: PACSCL Outreach Committee / Strategic Planning

Dear all,

In preparation for the outreach breakout session in our September 28 Board meeting, please consider the following issues:

1. Review the outreach done/in progress/not done section of the strategic planning matrix (attached) and consider what else has arisen in the past year -- both within PACSCL and its member institutions and within the fundraising and cultural communities -- that might cause us to remove items or add items.
2. Consider whether we should recruit new members for the committee based on energies and/or expertise – in particular, staff specializing in outreach activities such as communications, PR, public programs, or education.
3. Consider looking outside PACSCL for specific kinds of expertise and recruiting some ad hoc or ex officio members, possibly via Business Volunteers for the Arts (three areas we touched on were high-level PR consultation, experts on Adobe desktop publishing software to provide a quick starter tutorial, someone to advise/assist in database construction for a contact list)
4. Consider seeking either PACSCL member volunteer or student intern help to carry out some outreach projects (e.g., data entry, event registration)
5. Consider assessment measures to evaluate the effectiveness of PACSCL outreach programs.

I met with the incoming and outgoing chairs (Joan Decker and Derick Dreher, respectively) of this committee last month, and offer some of our deliberations for your further reflection:

We agreed that the first step in our phased communications strategy is work on building our **Stage 1 contact list**. This includes our colleagues in other professional (library/archival etc.) organizations and key funders. We also need to foreground a set of GIS lists so that we can publicize the symposium in a timely fashion.

We agreed that **promoting associate memberships** has an outreach component, although it may be appropriate to task each executive committee member with approaching one or two libraries. Derick suggests that the appropriate approach may be a letter with an enclosure highlighting

some of PACSCL's current programs, future plans, and benefits of membership. Crafting such a letter and handout could fall within the mandate of the outreach committee.

We reviewed the outline for *a fundraising brochure or white paper*, and thought the outline a good one, although we probably should not use the term "riches" as part of the overarching theme for what is, essentially, an ask. Derick cautioned us to make sure that we balance our bragging about the past with talking up the future. We are grateful to HSP for offering us an excellent model in its own five-year report.

Bob and Derick are collaborating on keeping an eye on *professional meetings in the Philadelphia area*. We agree that it makes sense to produce something simple to use as a handout until it is time to create a more polished brochure.

List of listservs. Derick thinks having a set of "listserv reps" would be an excellent way to distribute the dissemination of PACSCL news. I would create a new e-list of PACSCL members who have volunteered to forward information to particular listservs, and would then send selected PACSCL information out to those listservs. We think that setting up a separate list for this purpose would make it easier to track individuals who no longer subscribe to particular listservs (or who take jobs out of the area, leaving a gap in our coverage).

Because *reaching out to K-12* learners and their teachers is important to a significant subset of PACSCL members, Joan is planning to pioneer a National GIS Day program, in partnership with Atwater-Kent and perhaps the Athenaeum. She is in the process of recruiting partners and speakers for this purpose.

Derick also commented that it's unfortunate that we rarely get 100% participation in filling out our various surveys, and wonders if there's some way to improve our record here. One stumbling block may be that the PACSCL rep may not be the appropriate staffer to fill out some surveys (as Ruth Hughes pointed out in the case of the audience survey).