University of Arkansas Libraries, Fayetteville, Arkansas
Admin Group meeting
Thursday, September 25, 2014
Present: Carolyn Henderson Allen, Jeff Banks, Molly Boyd, Marco De Prosperis, Judy Ganson, and Lora Lennertz.

Human Resources Update
Tech Services has requested a serials library technician position to assist with electronic serials check in and catalog updates. Human Resources will audit the personnel budget for any remaining funds to determine if there is any funding for this position.

Social Media Group
Kalli Vimr submitted a report on the Libraries’ participation in social media, and made two requests: one to form a group to work on issues related to social media and two to purchase HootSuite Pro, a software that allows one to push out posts to various social media accounts, without recreating the data, and also allows scheduling of posts. The Admin Group approved the formation of a social media group and the purchase of the HootSuite Pro software for a one-year trial. After that year, we can better determine whether it is a useful tool and at what level we will continue. The Admin Group would like this group to establish guidelines for content, formalize assignments in the various streams, and identify backups for each primary content provider. The parameters should also include answering the question of the need to archive produced materials. However, the group should wait until the University policy is developed before developing our guidelines to make sure we comply with campus policy.

The group should also consider how to measure the effectiveness or value of investment in social media; i.e., at what point do we decide that if what we are producing is not getting seen by enough users, then it is a waste of time and other library resources? To understand this, they must take a survey of how much time is expended by individuals contributing to social media. The primary goal of social media use in public relations should be to help the public discover what is in in the library and what is going on here. The dean considers other external outlets, such as professional journals, more important than social media.

Sarah Spiegel will be the back up to Kalli Vimr as chair of the group. The other issues mentioned by Kalli in her request, including a social media email group and / or weekly update, will be left to the discretion of Kalli to determine what best will serve her needs.

Reports and Updates
Lora Lennertz reported that the Libraries’ table at the Study Abroad Fair featuring the Mango language program saw approximately 100 students and gave away Mango water bottles and bookmarks. There will be a similar table set up at the Business College’s Study Abroad fair.

On October 8, Tim Zou and Lora will give a presentation at the Blackboard fair hosted by the Teaching Faculty Support Center at the Union, which will be held from 9 a.m. to 1 p.m.