

# THE ALBERTA LIBRARY

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## Terms of Reference

### APLEN Marketing and Promotions Committee

#### **Type of Committee**

Service Committee

#### **Mandate**

The APLEN Marketing and Promotions Committee is established to provide advice to the TAL Communications Director and Director, APLEN, on the development and delivery of communications and marketing projects conceived by The Alberta Library and APLEN. This Committee is empowered to provide advice and input to the Communications Director on initiatives and actions that are within the scope of its responsibility areas, within the APLEN budget allocations, and within the approved Business and work plans. The APLEN Standing Committee approves the Business and workplans.

This Committee will offer its expertise to provincial library promotional campaigns and will seek to enhance strategic coordination of library marketing efforts on a province-wide scale.

This Committee reports to the APLEN Standing Committee through the TAL Communications Director and Director, APLEN.

#### **Responsibilities**

- To serve as a forum for APLEN and The Alberta Library to seek creative advice and assistance for province-wide promotional projects.
- To assist with the implementation of province-wide promotional campaigns and projects.
- To be aware of communication and marketing issues and trends affecting libraries and to advise on these issues.
- To share knowledge, creativity and expertise in marketing and communications.
- To improve awareness and coordination of marketing and communications efforts in public libraries across the province.
- To encourage and foster best practices of marketing and communications in libraries in Alberta.

#### **Authority**

The Committee has the authority to work with TAL's Communications Director, Communications Coordinator and Director, APLEN to provide advice and expertise when required.

## **Budget**

The annual budget for the APLEN Marketing and Promotions Committee will include an allocation for the Committee to conduct meetings and carry out its activities. Members are reimbursed for meeting expenses.

## **Membership and Composition**

The Committee shall be composed of:

- One representative from each node library, or delegate.
- Representation from Libraries Branch (Alberta Government).
- TAL Communications Director (ex officio).
- TAL Communications Assistant (ex officio).
- Director, APLEN (ex officio).

The Chair of this committee shall be chosen by the members of the group. The Committee may be chaired by TAL's Communications Director or by an individual selected by the Committee members. Other TAL staff may be resources to the Committee, as necessary.

The APLEN Standing Committee shall appoint the committee members, and appointments shall be reviewed annually.

Appointees to this Committee must have a strong interest in marketing, promotions, and communications and devote at least a portion of their workday to marketing, promotions or communications activities

## **Reports**

The Committee report to the APLEN Standing Committee through Communications Director and/or Director, APLEN.

## **Meetings**

Given the nature of the work, the Committee will meet at least yearly; and the use of email and listservs for ongoing discussion and communication is anticipated. As situations develop, subcommittee meetings may be required between meetings. Meetings shall be held at the call of TAL's Communications Director in consultation with the Chair.

## **Evaluation**

The Committee's work will be compared annually against its Terms of Reference and workplan.