iSchool Assembly

October 7, 2016
Call to order

Review and approval of minutes from September 2, 2016

Review and approval of agenda
  ◦ College Communication Calendar and Website Update
  ◦ Professional Education update
  ◦ Conflict of Interest (COI) and Financial Conflict of Interest (FCOI)
  ◦ Reminder about the January off-site (Dates and Purpose)
  ◦ Announcements
College Communication Calendar and Website Update

Johnna Percell
Website

- Launched redesigned site in August.
- Ongoing improvements will continue throughout the semester, focusing on
  - Mobile site improvements
  - Improving the layout of the News blog and calendars
  - Re-writing content to better reflect the work of the iSchool
- If you’d like to report a bug or have suggestions, please submit the form at the bottom of the page. *Note: Report a Bug option will only appear if you are logged in.*
Communications Update

Communications Calendar

- Monthly themes to guide communications efforts
- Please send us news, accomplishments, fun facts – all input is welcome and will be incorporated into our communications wherever possible.
- Never to early to send info!
<table>
<thead>
<tr>
<th>Platform</th>
<th>Form</th>
<th>Content Type</th>
<th>Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Twitter</strong></td>
<td>Original content</td>
<td>News, announcements, events Staff news, news from field, opportunities</td>
<td>3-4 per week</td>
</tr>
<tr>
<td></td>
<td>Retweets</td>
<td>Staff news, news from field, opportunities</td>
<td>10 per week</td>
</tr>
<tr>
<td><strong>Facebook</strong></td>
<td>Original content</td>
<td>News, opportunities, human interest Staff news, news from field, opportunities</td>
<td>3-4 per week</td>
</tr>
<tr>
<td></td>
<td>Reposts</td>
<td>Staff news, news from field, opportunities</td>
<td>1-2 per week</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>News Blog</td>
<td></td>
<td>2 per week</td>
</tr>
<tr>
<td></td>
<td>--Newsblasts (~500 words)</td>
<td></td>
<td>2 per week</td>
</tr>
<tr>
<td></td>
<td>--Features (~1000 words)</td>
<td></td>
<td>3 per month</td>
</tr>
<tr>
<td></td>
<td>Sliders</td>
<td>Event promotion, featured content</td>
<td>1 per week</td>
</tr>
<tr>
<td><strong>University Communications</strong></td>
<td>Terp Magazine</td>
<td></td>
<td>2-4 pitches per issue</td>
</tr>
<tr>
<td></td>
<td>Between the Columns</td>
<td></td>
<td>2-4 pitches per issue</td>
</tr>
<tr>
<td></td>
<td>News Blurbs to UC liaison</td>
<td></td>
<td>5-8 per month</td>
</tr>
</tbody>
</table>
Professional Education Update

Ann Weeks/Tricia Donovan
Professional Education @ the iSchool
Why?
To provide opportunities for individuals to gain knowledge or skills

To share expertise

To expand visibility

To create a new revenue stream
What?
- **Certificates**
  - CMDA, YX, School Library Certification (graduate credit)
  - Digital Curation for Information Professionals (DCIP) (CEUs)

- **Short courses**
  - Award Worthy? (CEUs)
  - Introduction to Javascript (graduate credit)

- **Workshops**
  - The Educated Eye (CEUs)

- **“Boot camps”**
  - CFR210 – Cybersecurity First Responder Training

- **Webcasts**
  - Creating Collections for Future-Ready Learners

- **Discussion guides**
  - Online Privacy

- **Other formats**
How?
- Online
- Face-to-face
- Blended
- On campus
- Alternative locations
When?
Almost anytime
  ◦ Academic Year
  ◦ Summer/Winter
  ◦ Spring break
  ◦ Alternative schedule
Who?
Faculty (T/TT and PTK)
Part-time lecturers (adjuncts)
Staff
Post-Docs
Students
Experts from outside the College
YOU
Why?
To share expertise

To try something new

To make a little extra money
Questions?
Conflict of Interest (COI)  
Financial Conflict of Interest (FCOI)  

Joseph Smith  
Conflict of Interest Administrator
Reminder January off–site
(Dates and Purpose)

Brian Butler
Announcements