

Lynx Consortium Committee – Team Chartering Document

Project/Team Title and Date

Lynx Marketing Committee – Established August 2021

Project and Team Objectives

The Lynx Directors establish this team to:

- Align messaging on Lynx services and initiatives across all libraries in the consortium.
- Regularly review and coordinate patron-friendly updates on central Lynx materials and through individual library networks.
- Identify opportunities for additional Lynx marketing efforts.
- Stay up to date on industry trends, share marketing ideas, and explore professional development resources.
- Share information with respective staff members on a timely and needed basis.

Desired Results and Outcomes

- Increase patron understanding of the Lynx Consortium's purpose and benefits.
- Develop shared tools to address common communication, marketing, and advocacy challenges.

Roles and Responsibilities

- Establish a facilitator for all marketing committee meetings.
 - Madisyn Steiner, Ada Community Library (Co-Facilitator)
 - CJ Rasmusson, Twin Falls Public Library (Co-Facilitator)
- Establish a regular meeting schedule and report it to Lynx Directors for approval. Meetings can be held virtually.
 - This team will meet virtually in January, March, May, July, September, and November.
- Provide a written report of minutes, action steps, and recommendations for the Lynx Directors on a quarterly schedule.
 - Reports are due the Friday prior to each Director meeting.

Guidelines and Parameters

An action plan with key milestones and dates should be the first order of business for the team, addressing the key outcomes and goals listed above.

- Action steps and plans must be approved by Lynx Directors prior to implementation.
- Proposed budget and business plan must accompany all recommended action steps, presented to Directors for approval.
- All Lynx marketing materials must be shared with the Lynx Directors and approved by every represented library prior to distribution.
- Action items must link to the Lynx strategic plan initiatives.

Resources

Directors will provide time and space for all participants to meet. A director will serve as the convener and management consultant to the group.

- Shasta Hochstrasser, Mountain Home Public Library

Accountability

All recommendations must be submitted to the Lynx Directors for approval.

Individual participants are accountable to their library director.

Team Members

Directors will assign members from their respective staff. Library staff in a communications and marketing position will be assumed to automatically serve on the committee. Directors may assign others to serve as well. There is no limit to the membership size of this group. Meetings will be held virtually, and work may be broken out into subcommittee projects.

- Current members
 - Madisyn Streiner, Ada Community Library
 - Josh Letsinger, Boise Public Library
 - Cynthia Ceja, Caldwell Public Library
 - Dana Biberston, Eagle Public Library
 - Lindsey Pettyjohn, Garden City Public Library
 - TBA, Meridian Library District
 - Jessica Mann, Mountain Home Public Library
 - Brittany Sullenger, Nampa Public Library
 - TBA, Emmett Public Library
 - CJ Rasmusson, Twin Falls Public Library