

Communication resources and responsibilities at CUL

This document covers major resources available to CUL staff for the purposes of promoting the Library to non-CUL audiences. It also outlines major roles and responsibilities.

Resources

- ❖ Assessment and Communication (A&C) is a common resource that all library units can rely on to reach audiences external to CUL for promotional purposes. Services include: developing promotion plans, writing press releases and feature stories, arranging media coverage, coaching on how to talk to the media, producing promotional items and communication pieces, graphic design, photography, editing publicity pieces for better effectiveness, coordination of and consulting on unit-level social media and branding activities, and more.
- ❖ CUL Administration staff coordinate the scheduling of events to avoid conflicts and support CUL events. They also help with direct email promotion through university mailing lists and event calendars at local media outlets (contact Lynn Bertoia and/or Michelle Eastman.) For other aspects of promotion contact Assessment and Communication.
- ❖ The DSPS CULIT Web Design Team is the first point of contact to consult on web design for any library web site or page. Contact Mary Beth Martini-Lyons.
- ❖ Although not a stand-alone service unit like the previously listed resources, the CUL Liaison Program plays a strong role in raising faculty awareness about the offerings of the Library through an ongoing relationship with their assigned academic departments. This role can be leveraged for high priority messaging and advocacy. Contact the Liaison Program Steering Committee
(<https://confluence.cornell.edu/pages/viewpage.action?spaceKey=LS&title=CUL+Liaison+Program+Steering+Committee>)

Responsibilities

All CUL units and departments can consider A&C's communication experts an extension of their staff. Beyond being a resource to units for their unit-level promotions, A&C is the unit responsible for promoting CUL-wide services and activities.

A&C has daily contact with University Communication groups and works closely with CUL Administration. It is always aware of the University's and the Library's messaging priorities. A&C maintains connections with unit library communication practitioners to discuss issues and

solutions and promote mutually beneficial collaborations. It has access to students and faculty to test the clarity and effectiveness of its communication products.

It uses this knowledge to situate individual library promotions in the larger communication context so that our messages get amplified instead of weakened by competing with similar efforts. Other methods of amplifying promotional efforts that A&C uses include consistent and effective branding, utilizing university and media connections, audience segmentation, jargon-free writing, professional graphic design, user testing, and more.

- ❖ All press releases are prepared by A&C. It coordinates press releases with colleges and other outside entities, such as funding agencies and outside collaborators. If a college is taking the lead for publicity for a collaboration with the Library, please let A&C know at your earliest convenience.
- ❖ A&C is the single point of contact to University Communications and its various units (e.g. Media Relations, Marketing, Public Affairs, etc.) and media outlets (e.g. Cornell Chronicle, Pawprint, Ezra, CU web site, etc). Please contact A&C before reaching out to these entities. There is a wealth of communication resources on campus and there are University policies and guidelines. A&C can help you navigate them.
- ❖ It is easy to get quoted out of context in the media. When approached by a member of the media for an interview or comments, please contact A&C or your unit/department head or AUL. A&C can help you figure out what to say or find the right person to comment. The media operate on an accelerated timeline, and declining to speak with them is a lost opportunity, so please reach out immediately. Cornell's policy is never to comment on active police investigations or legal action involving the university.
- ❖ A&C follows Cornell's branding guidelines (<https://brand.cornell.edu/>) and coordinates a unified CUL brand presence. Contact A&C with questions or to find images required for library branding and to consult about effective branding and secondary graphics for units, collections, or other entities. (See <http://ac.library.cornell.edu/branding> for downloadable files.)

CONTACTS:

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