Notes on agenda items added in dark yellow.

1. Clarify consortium marketing goals/intentions
	1. What are our priorities?
		1. Short term (by Pika launch - live sometime in April)
			1. Marketing plan regarding materials quarantine
			2. Rebranding (fonts/logo/color)
			3. Boilerplate items that libraries can stick their own logos on
			4. Education around Pika for patrons, staff, and non-users
			5. Push to increase catalog usage
		2. Long term (and Beyond!)
	2. What do we need to know to focus our efforts?
		1. What are we branding? Catalog and …
		2. How do our patrons understand our consortium?
		3. What is our audience or target population?
		4. How do we reflect diversity, equality, inclusiveness?
		5. What motivates the people we are trying to attract to use our libraries' resources?
	3. Conversation on gathering info
		1. Survey
			1. on catalog (like [survey](https://www.surveymonkey.com/r/V-CatSearchClassic) on [WVLS catalog](https://ilsapp.wvls.org/))
			2. Many of us have survey fatigue
			3. We could use Sierra/Shoutbomb contacts for survey
			4. How do we reach non-users?
			5. Social media
			6. Incentive/prize for participation
			7. General questions: what do you like about your favorite apps/other search tools
		2. Use small projects as tools to gather data/serve as trial run for initiatives. Ideas include:
			1. System read
			2. reading challenges
			3. photo contest
			4. Quarantine campaign
2. Consortium Rename/Rebrand
	1. New ideas since last meeting:
		1. FIND catalog (Chris Seaton)
		2. UPLIFT catalog (Chris Seaton)
		3. CONNECT catalog (Chris Seaton)
		4. Any other brainwaves since we last met
			1. Unite/Unity; Empower - we like these words, but they have a certain political tang.
			2. Opportunity
			3. Spark
			4. Sherlock
			5. North Star/Polaris: star, “Find your way”, compass, water - might be tricky to use imagery so associated with certain religious traditions
			6. Northern Lights/Aurora
			7. Inspire/Wonder
			8. Ojibwe/Bilingual options: signify our location on traditional lands, reinforces inclusivity; could be perceived as extractive or surface-level gimmick.
	2. “Discover” logo/tag ideas
		1. Voyageur; “Paddle Rivers of Knowledge and Adventure” (Kristine Lendved)
		2. Discover Your Library
		3. Discover @ Your Library“The world is at your fingertips. Discover it at your local library.”
		4. Logo concepts
3. Action items
	1. Designate coordinator for next meeting - Sarah Adams
	2. Other?
		1. Materials Quarantine Marketing Plan: Darrell and Angie
		2. Everyone please come up with at least one
			1. brand name/logo concept (in whatever form or media is conducive) and upload to
			2. System-wide program idea (ex:Hot Reads for Cold Nights, Photo Contest, etc.) and upload to [shared spreadsheet](https://docs.google.com/spreadsheets/d/1rauGa24oGoTa4DNBsoADJgjsS_JIS6ttIWsrzg9kXBU/edit?usp=sharing):