AWARENESS SUBCOMMITTEE REPORT TO LIBRARY COMMISSION - FEBRUARY 3, 2022

- 1. We reviewed and revised the Passport Office is Open LALE Ad for February. We decided to add bullet point from the library website listing the services offered at the Passport Office. We agreed to change the Headline on the right side of the ad to read "Are You Ready For New Adventures?"
- 2. We selected the topics for March, April, May LALE Ads

March - Free Weston Wood Children's Videos

April – LinkedIn Learning

May – E-Library Card – Instant Access to Online Library Resources

We will be mindful that other topics might become available, and we might substitute them for topics that have been scheduled.

- 3. We agreed to submit a proposal to LALE to fund LALE Ads in Calendar Year 2022.
- 4. We reviewed information from Carolle on placing ads in high school newspapers, Gunn High School, Homestead High School, and Mountain View High School. Carolle was asked to inquire with all three high schools about whether the Los Altos Library could place PSAs in their newspapers. It's important that the means of placing information in these high school newspapers be free of charge if possible..

Meeting was adjourned at 4:48pm.

The next Awareness Subcommittee Meeting is scheduled on Monday, February 21, 2022, at 4:00pm subject to Bryant's availability.