

**Personnel Committee Meeting Minutes
Tri-Township Public Library District
Tuesday, March 10, 2026
Meeting Room, Lower Level**

The meeting was called to order at 4:00 p.m.

Attendees: Mary Ellen Akridge (via phone), Liz Compton, Katie Devany, Michele Erschen, Anya Skaggs, and Elizabeth Fischer.

Documents shared: Updated Marketing Coordinator job description, Monthly Marketing KPI Dashboard, Social Media Calendar Template.

The purpose of this meeting was to review the current and updated responsibilities of the Marketing Coordinator, discuss the impact of adding a part-time Marketing Assistant, and provide tools and direction to support effective marketing efforts through a social media calendar and a Key Performance Indicators (KPI) dashboard.

Skaggs shared an overview of her day-to-day responsibilities, along with her plans to expand marketing efforts now that front desk hours have been removed from her schedule. She explained how the assistant will support this work. Skaggs currently serves as the library's graphic designer and leads media relations, website updates, monthly email campaigns, and promotional item purchasing. She also manages the library's three social media platforms; however, posting frequency has declined due to limited time for planning and content creation.

Erschen presented a social media calendar template that includes guidance on usage, platform-specific KPIs, post themes, and monthly planning tabs. This tool is intended to support proactive content planning, theme tracking, and asset collection. Erschen also introduced a monthly marketing KPI dashboard designed to track performance and engagement across social media, email campaigns, the website, event registrations, and in-library activity. These analytics align with board priorities and the five-year strategic plan. The dashboard will be shared with trustees at their monthly meetings. Both tools were well received and will be implemented immediately.

The meeting was adjourned at 4:47 p.m.