

Dear Colleagues,

My name is Erika Peterson; I am the media librarian at James Madison University in Harrisonburg. I am writing to invite you to join a new collaborative group of media librarians being formed by Matt Ball from the University of Virginia and me. This group is for college and university librarians in Virginia who are engaged in the selection of motion media for their library. The purpose of this group will be to share information, discuss issues, provide support, and work toward promoting and improving the use of media in higher education.

To get things started, Matt and I are sponsoring a day-long retreat at the University of Virginia in Charlottesville to discuss the potential of such a group, what the attendees would like to get out of it, what the scope of the group might be, how it would operate, etc.

Additionally, and as a way of kicking off the information-sharing aspect of the group, we would like to propose a theme for discussion and exploration: "Promoting Media to your University Community." We can share our thoughts, ideas, or best practices for reaching out to the faculty and students of our institutions (beyond core users).

The event will be held July 22, 2011, beginning at 9:00 in the morning. Lunch will be provided by UVa Library. Parking information and an official schedule for the day will follow; however, a tentative schedule is below for your information. The event is free, but please RSVP by July 8th, so that we may plan accordingly.

If this event is not relevant to you, but you feel that someone else in your organization might benefit from attending, please feel free to pass this invitation along to him/her.

If you have any questions, please don't hesitate to contact either Matt or me. We look forward to getting to know you and working with you in the future.

Erika

Erika Peterson
petersed@jmu.edu
540-568-6770

Matt Ball
jmb4aw@virginia.edu
434-924-3812

Tentative Schedule

9:00-10:00	Coffee and gathering
10:00-11:00	Tour of Clemons Library and the Robertson Media Center
11:00-1:00	Brainstorm ideas for the group
1:00-2:30	Lunch (provided)
2:30-5:00	Information-sharing, "Promoting Media to Your University Community"
5:00-6:00	Break
6:00- extra hours	Dinner (on your own dime) for anyone interested in staying a couple of