

Friends of the Texas A&M University Libraries
Marketing Committee
Winter Board Meeting
February 6, 2026

Paver Project: Email went out 12/15 to all contacts in Membership Toolkit. 6 orders were placed. We also have one order that is a carryover from last summer. We need to order the pavers for the past presidents and Linda. This brings us to 10 pavers which is the minimum number to place an order. I would like to do a Facebook campaign this month and then place the order by 3/10. We'll do one last push in April for graduation, retirements and other holidays. Our initial plan was to raise the price of the paver at the close of this fiscal year. We need to do some calculations to determine the new pricing based on the actual costs of installing the bricks. Up until now the Libraries have absorbed this expense. I anticipate a significant cost increase.

Winter Newsletter: The newsletter – FOOTNOTES was email to all our contacts on 1/27/26. It was sent to 233 unique email addresses/ 377 opens/ 165 unique opens making it a 71% open rate. Next FOOTNOTES should ideally go out prior to the Annual Meeting and again in May after the meeting and after the Longevity awards are presented.

Brazos Valley Gives: The check was received in Dec. After fees (credit card and organizational fees) we netted approximately \$2900. We had one large donation which incurred most of the expenses. She did cover the fees with her donation. I believe this is a viable fundraising platform but the entire board needs to be on board with pushing this out to friends, acquaintances and all-over social media.