

MPLA Conference Committee Report

Cyndi Landis and John Crockett

1/17/18

- Leslie Langley, Annie Epperson, Cyndi, and John met online on 12/7/17 to discuss needs and priorities for the Communications Committee in 2018
- Communication and promotion priorities include the MPLA Action Plan, the joint conference in Kansas in October, and MPLA's 70th Anniversary
- We will form a committee to resolve MPLA's social media accounts
- Social media goals for 2018
 - At least 4 Facebook posts per month
 - Timely reminders via Facebook and Twitter for professional development grant deadlines, conference updates and registration, and more
- We will work with Jake and the Membership Committee to promote all the association does for its members
- We will support the Leadership Institute Committee's Facebook auction
- We will create a calendar/timeline with important dates and dealines for CommComm members so we stay on track throughout the year
- Initial Committee meeting planned for February