

CO-4
MPLA Communications Committee Report
 March 28, 2011

On March 11th we held our first MPLA Communications Committee Open House via telephone. Earlier in March Dana Braccia created an outline of 6 Roles for members to choose an area of focus. Dana and I sent invitations to members who expressed interest in joining the committee and eleven members either attended the Open House and volunteered for one of the roles or contacted us later with their preference. The Coordinator assignments and duties are below. We will hold our first full committee virtual meeting after MLA/MPLA Annual to follow-up on how the assignments are going and plan for the coming year.
 Respectfully submitted,
 Kathryn Plunkett, chair

Committee Function	Committee Members	Duties
Regional Leadership Liaison	-David Gunckel (he will start on this more in May in June) – I can coordinate this piece with him since it's going to overlap in some other areas as well.	-Develop and maintain contact list of regional leadership -State Librarians -Association Officials -Library Directors -MLS Programs -Conduct personal outreach to the regional leadership two times per year to help MPLA better understand the needs of this constituency and the ways MPLA can be a resource for them. Share ideas with MPLA Executive Board and make recommendations.
WEBSITE Coordinators	1) Louis Howley 2) Tiffanie Wick	Work with Webmaster to: -Evaluate look and feel of current website and make recommendations on enhancements -Provide fresh and meaningful content on a monthly basis and provide content support to other committees as needed.
FACEBOOK Coordinators	1) Jao-Ming Huang 2) Pam Henley	Work with Webmaster and Committee Chair to: -Build Following of members friends -Post dynamic content at least 4 x per month and build on content and themes

		from the newsletter
Twitter Coordinators	<ol style="list-style-type: none"> 1) Mardi Mahaffy 2) Anali Maughan Perry 	<p>Work with Committee Chair and President to:</p> <ul style="list-style-type: none"> -Utilize MPLA Twitter account -Build Following of members -Tweet dynamic and meaningful content at least 4 x per month and provide content support to other committees as needed
Blog Coordinators	<ol style="list-style-type: none"> 1) Lindsey Donovan 2) Nicole Sump-Crethar 	<p>Work with Committee Chair and President to:</p> <ul style="list-style-type: none"> -Utilize MPLA blog account -Build Following of members -Blog dynamic and meaningful content at 2 x per month – build on content from the newsletter and provide content support to other committees as needed
Phone/Print Coordinators	<ol style="list-style-type: none"> 1) Katrina Brown 2) Ginny (Virginia) Pannabecker 	<p>Work with MPLA Executive Secretary to</p> <ul style="list-style-type: none"> -Give welcome phone call to new members within first month of membership to introduce them to MPLA and our social media outlets -Call all current and past members to update them on MPLA resources and our social media outlets at least one time per year (around 25 members per month) -Work with Admin Team Evaluate and enhance all printed pieces to ensure consistent message and branding