

CO-4
MPLA Communications Committee
March 6, 2014
Board Meeting Report

Committee Members: Nicole Sump-Crethar (Chair), Francisco Patino, Tina Walker, Misty Smith, Robin Leech, Virginia Pannabecker, and Lori Clark-Erickson

At the February meeting the committee reviewed current communication outlets and assigned caretakers as needed.

The committee considered new communication options like Pinterest and Flickr and will evaluate their potential utility to MPLA members.

The committee is planning to create a new communication plan to guide efforts going forward.

An idea was suggested to find communication committee liaisons for the conference planners as a way to increase publicity for the conferences.

The committee is considering ways to be more in tune to common, recurring MPLA initiatives like awards and grants. The committee would also like to provide cross-platform promotion of topics and events as well as promotion of activities in libraries throughout the MPLA region.