

CO-4

Communications Committee Report
David Oberhelman, Chair

- New Exhibits

The Communications Committee and the Membership Committee are currently conferring with the state representatives on a new exhibit displays for the state conferences (banner and display stand along with table drape) incorporating the new logo. The consensus so far is to look for lighter weight equipment. We have been investigating prices. The Committees need directions from the Board of Directors as to how much can be spent on the new exhibits and what guidelines we have for spending. We will need a high resolution banner image, which we can get through Beth Avery, and also need to work with some graphics artists on the design of the new exhibit banners, etc., though that could be done in-house.

- Slogan

Following the July Board meeting we shared some of the ideas for a new MPLA slogan with other members, and the one that received the most positive response was

“Big Horizons, One Community”

At this point, we are going to recommend this slogan to the Board. It could be incorporated in the new website as well as exhibits and other publications.

- Communications Portal Task Force Update

The Task Force was formed to implement the recommendations of the Electronic Communities Restructuring Working Group which were presented at the July meeting. We will be issuing a separate report on the requirements for the Community Portal (web hosting, personnel, and timeline for rollout).