

CO-4

MPLA Communications Committee

October 19, 2011 Board Meeting Report

Committee Members: Katrina Brown, Lindsey Donovan, Pam Henley, Louis Howley, Jao-Ming Huang, Mardi Mahaffy, Ginny Pannabecker, Anali Perry, Kathryn Plunkett, and Nicole Sump-Crethar

The committee was exceptionally busy last spring creating a MPLA Web 2.0 presence by way of Facebook, Twitter and the MPLA Blog. We collaborated with the Membership committee, Leadership Institute Committee and the Professional Development Committee to get MPLA's messages on the web.

This summer/fall was a time to maintain the websites, evaluate past efforts and appreciate what has been accomplished. We also worked with the Membership Committee on the upcoming membership drive. Nicole Sump-Crethar has been very helpful in making the blog more user-friendly for visitor comments. Dan has been working with Dana to highlight the different social media sites, on the MPLA.us homepage, on a revolving basis and there has been discussion about the blog icon which consists of a small t (for tumblr) and isn't easily recognized as the MPLA Blog. Note from the Chair: "Now that the MPLA social media presence has been established it is really up to the membership to make it successful. As with any blog, facebook or twitter page a following of readers and contributors is essential. One or two people alone cannot keep an organizational social media site alive and growing."

Dana updated the committee action plan to reflect this new supportive operational plan (below and attached):

Communication Committee ACTION PLAN

MPLA Mission: To further the professional and or individual development of its members, and to promote quality library and information service in the MPLA region.

Committee Goals:

- Proactively communicate key messages to members and the library community using diverse formats
- Provide communication support as needed to other MPLA Committees and State Representative by sharing information and facilitating creative outlets for message delivery.
- Support the use of MPLA's social media.

Committee Chair: Kathryn Plunkett

Chair Responsibilities:

- Coach and mentor committee members to help them grow as individuals and professionals as well as achieve association goals.
- Plan and innovate for the future - continuously explore new possibilities and consider how the work of your committee will be sustained by future MPLA leaders.
- Encourage and facilitate communication and creative brainstorming among committee members as well as with Executive Board.

- Provide regular updates to MPLA President and serve as a member of the Executive Board and provide the Board with committee reports
- Coordinate MPLA branding efforts with the Administrative Committee and Executive Secretary

Committee Function	Committee Members	Duties	Estimated Time Per Month
Liaisons For Public and Special Libraries	1) Louis Howley 2) Pam Henley 3) Katrina Brown	Nurture relationships within the public library community and personally reach out to members from public I and encourage them to get involved in MPLA's social media areas including the MPLA blog, twitter, and facebook. (some members may need some extra hand holding as they start to use these tools)	2-3 Hours
Liaison For Academic and School Libraries	1) Ginny Pannabecker 2) Tiffanie Wick 3) Jao-Ming Huang	Nurture relationships within the academic and school library community and personally reach out to members from public I and encourage them to get involved in MPLA's social media areas including the MPLA blog, twitter, and facebook. (some members may need some extra hand holding as they start to use these tools)	2-3 Hours
Twitter Coordinators	1) Mardi Mahaffy 2) Anali Maughan Perry	-Utilize MPLA Twitter account -Build Following of members -Tweet dynamic and meaningful content and provide content support to other committees	2-3 Hours
Blog Coordinators	1) Lindsey Donovan 2) Nicole Sump-Crethar	-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	3-5 Hours