

25 July 2009 - Denver, CO

Report

CommComm will partner with other parts of the MPLA organization as outlined below. The majority of these suggestions spring from the results of Judy's excellent survey conducted in early 2009.

1. CommComm will create an entry on MPLA for Wikipedia. I believe it is necessary to create a free account with Wikipedia to post something that you want to last. If this is the case I propose that the MPLA Webmaster be the individual who is responsible for creating and maintaining that account.
2. Strong support for leadership institute to continue (kudos and expressions of hope to attend one day) indicates that CommComm should be at the ready to launch a serious promotional campaign when the LI revives. Promotion of the timeline for applicants, dates of the institute, advertising the personnel (leadership, mentors, etc.) which are all selling points for potential participants. In addition, CommComm can help state reps work with their state organizations to determine whether support for state attendees is still available (after a two-year hiatus of the institute).
3. Promotion of the MPLA 2.0 space is central. One way to start would be to share with Portal Administration difficulties that CommComm members have experienced with MPLA Meet or Talk.
4. We will work to promote archived conference handouts and other materials more prominently. We will partner with the MPLA Portal Administrator to explore venues for providing webinars/webcasts for those who cannot make it to conference.
5. The suggestion that we launch a promotions campaign for the organization as a whole – brief history, comparison with ALA where we come up looking like a better value, is a good idea that CommComm could share with Membership.