

CO-4  
MPLA Communications Committee  
March 18, 2013  
Board Meeting Report

Committee Members: Jeri Light, Jon Fackrell, Lori Clark-Erickson, Virginia (Ginny) Pannabecker, Tom Wilding, John Crockett, Rona Johnson, Gayle Roberts, Melissa Clark, Tina Walker, Catherine Nishimuta, and Jao-Ming Huang

The Communications Committee had a successful conference call on February 14 thanks to the new OneSmart Audio conferencing service. I solicited volunteers to help manage MPLA's social networking tools—Facebook, LinkedIn, and Twitter. The volunteers are listed below. We had a brief discussion on Pinterest and concluded that Pinterest is unfit to facilitate communication. We brainstormed some ideas that might increase members and encourage renewal.

We are eager to work with other committees and our newsletter editor. We will continue to refine our action plan to better communicate and reach out to our members.

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| Facebook Coordinators  | Melissa Clark & Rona Johnson            |
| LinkedIn Coordinators  | Ginny Pannabecker & Lori Clark-Erickson |
| Twitter Coordinators   | Tina Walker & Catherine Nishimuta       |
| Liaison for State Reps | Tom Wilding                             |

Respectfully submitted,  
Jao-Ming Huang