

CO-6

Mountain Plains Library Association  
Public Relations/Membership Committee  
Annual Report - 2003

The Public Relations/Membership Committee was not as active this year as I had hoped it would be. Several attempts were made to start a discussion about what the association could do to retain its current members and bring in new members; however, there only two committee members responding to requests. We did come up with a long list of possible actions the committee, association, and executive board could use to promote membership. The committee was asked to submit a formal proposal which has been done.

Some headway has been made in terms of the long range plan this year. Goal IV, Objective A, Activity 1 has been accomplished. We have a contact list of publications for which we can submit materials - both nationally and within the MPLA region. Activity 2 within this objective has been difficult to accomplish. We have identified our major difficulty in accomplishing activity 2 and a possible solutions. Our major problem was that we did not learn of activities to publicize until they were in the MPLA newsletter. When we learned of them, we generally could not publicize them beforehand due to time constraints. Publicizing them after they happened was also difficult because none of us were involved and all our information came from the newsletter. Thus, our problem is communication. We would like to suggest adding the newsletter editor as an ex officio member of this committee to help us communicate more effectively with the membership and the executive board. The editor could notify the chair when she or he learns of activities and the committee can use that information in a more timely manner. Goal V, Objective A, Activity 1 is in process. A list of libraries to target has been identified but we have not gone any farther because we decided to incorporate this into the membership plan to be presented at the board meeting at the annual conference. Attached is the list of libraries the committee came up with to target.

Respectfully Submitted,  
Elizabeth Fox, Public Relations/Membership Committee Chair

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Mountain Plains Library Association  
Membership Plan 2003

This plan is submitted to the Executive Board of the Mountain Plains Library Association by the Public Relations/Membership Committee. The plan consists of three actions for the committee to work on in the next year at which time the effects of these actions can be evaluated and a new plan can be made. If other actions are deemed appropriate, they may, of course be added to the program below - this is a minimum rather than an unobtainable maximum.

1. The committee will send a letter to 5 libraries in each state that are not current institutional members. The letter will present the benefits of membership for institutions and individuals.
2. The committee will send individual letters and a copy of the MPLA brochure to non-member librarians (target at 5 individuals in each library) in each of the five libraries mentioned above. These letters should not be entirely form letters but should be more personal letters inviting membership and participation in the association.
3. The committee will follow up on the letters sent to institutions and to individuals if memberships have not been forthcoming. Follow up could include another letter or a phone call. A phone call should result for all staff who do not respond to letters.

State representatives will be asked to identify five medium to large libraries in their state who are not institutional members. The Executive Secretary will be asked to provide a list of members from those institutions. A list of staff can usually be obtained from a library's web site. If this seems to be out of date or can't be found, a state representative may be asked to help locate a list of staff.

Timeline:

January 15, 2004 - Identify 5 libraries from each state to target

January 31, 2004 - Mail letters to libraries

February 15, 2004 - Mail letters to staff of libraries

March 15, 2004 - Follow up letters to libraries

March 31, 2004 - Follow up letters to staff

May 1, 2004 - Final follow up on letters to libraries and staff

June 15, 2004 - Report results of targeting project

Submitted by Elizabeth Fox, Chair Public Relations/Membership Committee