

CO-6

MPLA
PR/Membership Committee
April 8, 2000

Background:

In discussions of what to include with the membership packets suggested at the last board meeting, Joe Edelen reported that we are out of MPLA membership brochures. He also brought up the redesign of the Kansas Library Association brochure, done by Jane Hill Communications. I spoke with Jane Hill and Marcella Kille (KLA) regarding the process and the results. Jane Hill said the brochure design cost \$6,500 (not including brochure printing, which is about 50 cents each). It was, however, part of an overall membership campaign design, which Marcella said cost about \$10,000 (of which the \$6,500 was a part.). Marcella felt the results were worth the cost. Membership has increased as well as the overall "whole flavor" of the association, she said. The overall reason for the project is the raise enough money to have a separate KLA office and Executive Director.

Questions for Discussion:

- I. Should MPLA brochure be professionally redesigned?
 - a. If so, what do we want to accomplish with the brochure?
- II. Should MPLA - the Association - be professionally redesigned?
 - . If so, what do we want to accomplish?
 - a. If there were to be an overall professionally designed membership campaign for MPLA, who would provide the energy to accomplish it and keep it going?