

CO-6 Membership Committee Report  
MPLA Board Meeting  
May 24, 2013

1. Loftus sent the April welcome notifications to new members which were mostly free membership drawings at the NM and OK conference.
2. The committee met May 7 via phone conference.
  - a. We will be crafting a short member recruitment message for state reps for them to pass on to listservs, state newsletters, and other state communications.
  - b. We will run a “Each One, Reach One” campaign modeled on a previous successful Arizona campaign: <http://azlablog.wordpress.com/2012/04/18/each-one-reach-one/>
  - c. Discussed how we might use LinkedIn to recruit members.
  - d. We would like to offer new memberships to the MPLA region “ALA Emerging Leaders of 2013”: <http://viewer.zmags.com/publication/a11df2f8#/a11df2f8/24>

Respectfully submitted,  
Danielle De Jager-Loftus, chair