

Communications Committee

Composition: At least six members, to be appointed by the president; no two should be from the same state. If possible, members should also be from different kinds of libraries so there is representation from academic, public, and school libraries. The Webmaster, System Administrator and Newsletter Editor are ex-officio members of this committee.

The Chair should have served on the committee at least one year. When possible, the Chair should be appointed from one of the second year committee members to serve a third year on the committee.

Major responsibility: Assists in developing policy and uses, and in some cases content and procedures, for the four major communications tools used by MPLA: MemberClicks, the newsletter, the website, and social media. Serves as advisory group to the Newsletter Editor, Webmaster, and the System Administrator in their functions to communicate effectively with members. Contributes to evaluation of communication services and products and makes recommendations to the board on changes.

Newsletter: May suggest feature stories, themes, and topics for issues of the newsletter; help the editor make decisions about content and resolve policy questions, identify possible contributors; evaluate new ideas, and provide feedback to the editor and the Board on the effectiveness and quality of the publication.

Website: Forum for the Webmaster when policy, structure and content questions arise; may serve as a test group for new services or design features; suggest changes or improvements, and provide the Board with input on the design, quality and effectiveness of the website.

MemberClicks: Develop expertise in the structure and uses of this product. Identifies and promotes improvements and additional uses of MemberClicks, assists the Board in evaluating the product and making recommendations on policies and for its use.

Post-conference duties and Activities

1. May create sub-committees or teams to serve as liaison and support for each of the four areas: website, newsletter, MemberClicks and social media.
2. Review previous year's newsletters and discuss plans for the coming year with Newsletter Editor.
3. Check various sections of website and meet with Webmaster to discuss any updates or changes.
4. Review strategic plan for activities to accomplish and develop strategies and timelines to complete them.
5. Chair to attend Board meetings and provide regular reports on progress and activities.