

# MPLA Long Range Plan 2004-2009

## Vision Statement

MPLA members gain new knowledge, support and expertise through involvement in a dynamic association that fosters networking, learning, and leadership.

## Mission Statement

The mission of MPLA is to further the professional and or individual development of its members and to promote quality library and information service in the MPLA states.

## Goals, Objectives, Activities

### Goal I - MPLA will address the continuing education needs of members.

**Objective A** – MPLA will continuously assess the continuing education needs of its members.

Activities:

1. The Continuing Education Committee will develop a standardized form for distribution at conferences to solicit future needs and topics of interest. (July 2005)
2. The Continuing Education Committee will develop a statistically valid CE needs assessment instrument. (October 2006)
3. The Continuing Education Committee will establish a needs assessment calendar that addresses the regular preparation for assessment, assessment administration, analysis of collected data, and distribution of results. (July 2006)
4. The Chair of the Continuing Education Committee will implement the assessment calendar. (January 2007)

**Objective B** – MPLA will create a Continuing Education Clearinghouse.

Activities:

1. The Continuing Education Committee Chair will designate one member of the Committee to coordinate identification of potential CE programs (whether in-person, web-based, or other format) open to enrollment by MPLA members, including formal library education (e.g. certificate or MLS) programs. (Within 2 months of appointment as chair)
2. The Webmaster will maintain a Website clearinghouse on the MPLA site with links to Continuing Education programs identified per I.B.1. (Ongoing)

3. The Continuing Education Committee member designated per I. B.1 will work with the Webmaster to have links to identified programs posted to the CE web page clearinghouse. (Ongoing)
4. The Continuing Education Committee will submit a CE feature article for inclusion in each issue of the *MPLA Newsletter*. (Ongoing)

**Objective C** – MPLA will be an advocate for needed CE programs by developing outsourced or consortial arrangements.

Activities:

1. The Continuing Education Committee will identify existing CE programs that can meet identified needs of MPLA members. (Within 4 months of completion of the analysis phase of the assessment calendar implemented per I.A.4)
2. The Continuing Education Committee will prioritize the top three CE needs that are not addressed by existing programs. (Within 2 months of completing I.C.1)
3. The Continuing Education Committee will write, for Board approval, one or more RFPs to secure MPLA member discounts for existing programs and/or for the development of new programs to meet identified need. (Within 1 year of completion of the analysis phase of the assessment calendar implemented per I.A.4)
4. The Board, or the Finance Committee upon instruction from the Board, will issue the RFP(s) written per I.C.3 and negotiate contract(s). (Ongoing)

**Objective D** – MPLA will promote Professional Development Grants and State Association Preconference Grants.

Activities:

1. The Professional Development Grants Committee chair will include notice of Professional Development Grants availability in each issue of the *MPLA Newsletter* and with each ballot mailing. (Ongoing)
2. The Professional Development Grants Committee chair will publish Professional Development Grants application due dates and committee meeting dates in each issue of the *MPLA Newsletter* and on the MPLA Website. (Ongoing)
3. The respective MPLA Committee chairs will notify State Representatives of MPLA State Association Preconference Grant and MPLA Professional Development Grant opportunities and application deadlines at least twice yearly. (Ongoing)
4. State Representatives will attend the first or second meeting of their state association's conference planning committee to acquaint planning committee members with the availability of and application procedures and deadlines for MPLA State Association Preconference Grants. (Ongoing annually)
5. Using information provided by State Representatives, the Continuing Education Committee Chair will inform state association conference planning and state

association CE committee chairs of State Association Preconference Grants availability and application procedures and deadlines. (Ongoing annually)

6. The respective MPLA committee chairs will submit a list of MPLA State Association Preconference and MPLA Professional Development Grant recipients to the MPLA Webmaster, *MPLA Newsletter* editor, and to the editors of the appropriate state association newsletters for publication. (Upon grant application approval)

**Objective E** – MPLA will promote career development educational opportunities within the region.

Activities:

1. The Continuing Education Committee will identify the essential elements of a career development component that should be incorporated into a library education program. (October 2005)
2. State Representatives will encourage heads of library education programs serving their states (both MLS and non-MLS), to formally incorporate a career development component (as identified in I.E.1) into their programs. (Initial contact by April 2006; annual contact as needed)
3. The Continuing Education Committee will define, and submit for Board approval, appropriate career experience fields to be added to the MemberClicks directory profile. (July 2005)
4. The Continuing Education Committee will work with the Webmaster to add approved career experience fields to the MemberClicks directory profile. (December 2005)
5. The Continuing Education Committee will utilize multiple communication channels to encourage members to add career experience information to their MemberClicks profile. (Throughout 2006)
6. The Continuing Education Committee will utilize multiple communication channels to advertise the usefulness of the career experience information available in MemberClicks profiles. (Throughout 2007)
7. The Continuing Education Committee will work with the Webmaster to create an “Ask a Career Question” option on MPLA Website where submitted questions would be automatically forwarded (anonymously or not at the discretion of the submitter) to MPLA-L for response. (March 2005)

**Objective F** – MPLA will offer mid-career continuing education opportunities.

Activity:

1. MPLA will offer additional continuing education institutes for library staff including paraprofessionals. (Ongoing)

**Goal II - MPLA will actively seek new members, work to retain members, and increase the number of institutional members.**

**Objective A** – The Membership Committee will develop a comprehensive membership development plan with strategies to identify and recruit new members, and to recognize, involve, and retain continuing members. The plan will set goals for increasing the number of members, provide for evaluation of the process, and consider associated costs and impact on income. (December 2005. Note: activities below may be incorporated in the membership development plan)

Activities:

1. The Membership Committee will identify and review “Best Practices” of other organizations and professions with respect to recruiting and retaining members for possible use in MPLA. (December 2005)
2. The Membership Committee will create a manual of operations listing activities and events that should be done every year, by whom, and a schedule for them to provide more information when transitions occur, to make activities more routine, and to help State Representatives and others involved in membership activities to know their duties. (December 2006)
3. Membership Committee will work with Finance and Management Committee to examine dues structure and make recommendations, if appropriate, for changes, including discounts, incentives, use of membership categories for dues instead of salaries, and financial implications of changes in dues and various discounts or give-aways. (December 2005)

**Objective B** – MPLA will actively recruit new members.

Activities:

1. The Membership Committee will develop a program for recruitment at library schools and other library educational programs and training programs in the MPLA region. (December 2006)
2. State Representatives will make a presentation annually at each library school, if there is one in their state, about MPLA , the benefits of membership, and report about this activity in their reports to the board. (Annually)
3. The Executive Secretary will provide a copy of the *MPLA Newsletter* for the library at each library school and library training program in the MPLA region. (January 2005)
4. Membership Committee will develop specific strategies for recruiting non-MLS members. (July 2006)
5. The incoming president will provide guidelines for the Board Choice Awards at orientation for the new board at conference, and 100% of the MPLA board will name an individual from their state to be given the Board Choice Award. (Annually)

6. The Membership Committee will work with the Professional Grants Committee and the Finance and Management Committee to initiate a program for new members to apply for competitive awards of \$100 to assist with the cost of attending the conference in the year they join MPLA. (December 2006)
7. The Executive Secretary will automatically enroll new members to New Members Roundtable. New members will be informed and have an opportunity to opt out. (Ongoing, to begin immediately)
8. The Membership Committee, New Members Roundtable, and the Officers of MPLA will host an event for new members at every conference. (Annually)
9. The New Members Roundtable will review the information sent to new members and identify or design additional materials as needed for a standard “New Member Packet” that will go to all new members. Packet may be electronic. (examples to consider: hand out on using MemberClicks, letter from the president, email welcome from the appropriate State Representative, information about next conference, vendor discount coupons, conference schedule.) (July 2005)
10. State Representatives will conduct a drawing at their state conference to select 10 people to receive a free one-year membership. The Executive Secretary will send each person a new member packet and forward the names to the New Members Roundtable for follow up. New members will be informed and have an opportunity to opt out. (Annually)

**Objective C – MPLA will actively recruit institutional members.**

Activities:

1. The Membership Committee will identify incentives for institutional members (discounts on conference registration, for example). (December 2005)
2. The Membership Committee will create a list of appropriate, high-potential institutional members and plan a strategy for contacting them about joining. (December 2005)
3. The Membership Committee will target new groups, such as vendors, for membership and propose new member categories if needed. (December 2006)

**Objective D – MPLA will actively work to retain members.**

Activities:

1. Members of the board will follow up Board Choice memberships, contacting those they have named to encourage conference attendance, membership renewal, and making them aware of the other benefits of membership. (Annually)
2. The Executive Secretary will collect and provide data to the Board annually on costs of the program in conference registrations and reduced dues, and the number of renewals from the award group since its inception. The Board will use the

information to evaluate the effectiveness of the Board Choice Awards for increasing membership. (Annually, at summer board meeting each year)

3. New Members Roundtable will take responsibility for follow up on free memberships from drawings at state conferences, and will publish news of winners in the *MPLA Newsletter* and on Website as well as contact the individuals with a personal invitation to attend the conference the year the membership is awarded. (Annually)
4. The Executive Secretary will collect data on the retention and renewals of those who win free memberships at state conference drawings and report this to the board. (Annually, at summer board meeting each year)
5. The Executive Secretary will provide a report of those who have been continuous MPLA members for 10, 15 and 20 years every year and provide that information to the *MPLA Newsletter* Editor and the Webmaster for publicity and inclusion on Website. (January 2005)
6. The Executive Secretary will prepare reports of members who have not renewed from each state and send them to the State Representatives, who will contact the individuals to encourage renewal or to collect data on reasons for not renewing. The information on reasons for not renewing will be forwarded to the executive secretary and the Chair of the Membership Committee. (Annually)

### **Goal III – MPLA will take a leadership role in the MPLA region.**

**Objective A** – MPLA will support state committees and libraries facing intellectual freedom challenges.

Activities:

1. The Intellectual Freedom Committee will provide information to individual libraries as requested. (Ongoing)
  - The Intellectual Freedom Committee will develop a concise “Intellectual Freedom Toolkit” on the MPLA Website. (October 2005)
  - The Intellectual Freedom Committee will identify case studies and individuals to contact. (October 2005)
2. The Intellectual Freedom Committee will furnish a current list of regional intellectual freedom speakers to state intellectual freedom committees and other appropriate groups. The list will be posted on the MPLA Website with an e-mail link to state contacts. (October 2005)
3. The Intellectual Freedom Committee will develop a 1-hour “canned” presentation on Intellectual Freedom for use with trustees and staff. (October 2006)
4. The Intellectual Freedom Committee will highlight and disseminate information about freedom of information and censorship activities in the MPLA region. (Ongoing)

5. The Intellectual Freedom Committee will work with the MPLA Webmaster to maintain links to the ALA Intellectual Freedom Committee site and to key intellectual freedom documents on the web. (Ongoing)
6. State Representatives will report at every Board meeting about freedom of information activities in their states. State Representatives will share with their state boards and associations unique activities of other MPLA member states. (Ongoing)
7. The Intellectual Freedom Committee will assist with planning and will promote an intellectual freedom program at each joint conference. (Ongoing)
8. The Intellectual Freedom Committee will use the MPLA online list to continuously inform the membership of current intellectual freedom issues. (Ongoing)
9. The Intellectual Freedom Committee will contact State Representatives and member association intellectual freedom committees each year to encourage nominations for the MPLA Intellectual Freedom Award. (Ongoing)

**Objective B** – MPLA will recognize and promote leadership and excellence within the MPLA region through its annual awards.

Activities:

1. The Awards Committee, the *MPLA Newsletter* Editor, and the MPLA leadership, in seeking award nominations, will emphasize giving all awards on a timely basis. (Ongoing)
2. The Awards Committee, with help from the Public Relations and Membership committees and State Representatives, will widely disseminate publicity for award winners. (Annually following the annual conference)
3. The Awards Committee and the Board will evaluate and review existing awards, qualifications, and requirements. (Every three years beginning in 2005)
4. A task force with members from the Awards Committee, Public Relations Committee, and each of the Sections will study and report to the Board on developing ways to recognize “Unsung Heroes” (those that are otherwise not going to get recognized such as “Excellence in Small Libraries” for less than 5,000 population). (October 2005)

**Objective C** – MPLA will promote librarianship and libraries as a component of life-long learning or quality of life issues.

Activities:

1. The Public Relations/Membership Committee will study the feasibility of providing a quarterly news release on the MPLA Website promoting library services as important activities in communities for use by local library personnel with local media and make a recommendation to the Board. (July 2005)
2. The Public Relations/Membership Committee will work with the MPLA Conference Liaison and state organizations in planning joint conferences to see that contacts are

made with appropriate media, community leaders, government officials, and others to promote the role of libraries as a vital community resource. (Ongoing)

3. State Representatives will report at every Board meeting about recent library promotion activities in their states. (Ongoing)
4. The *MPLA Newsletter* Editor will solicit stories about “best practices” in libraries serving their library communities. (Ongoing)
5. The Board will establish a Public Relations Committee, separate from the Membership Committee. (October 2005)
6. The Public Relations Committee will create an external marketing plan. (July 2006)
7. The Public Relations Committee will proactively solicit and gather stories about the positive difference that libraries and librarians in MPLA states have made and are making, and will both disseminate these through the Website and the *MPLA Newsletter* and collect them for publication as a book of “Stories.” (At least one story per state per year)

**Objective D** – MPLA will continue to develop the Leadership Institute.

Activities:

1. The MPLA Leadership Institute Committee will organize, and conduct an annual Leadership Training Institute. (Annually)
2. The Leadership Institute Committee will seek sources of financial support to secure the future of the Institute and reduce the costs to the Association. (Ongoing)
3. The Leadership Institute Committee will develop and seek to implement a funding strategy and will identify and explore options where needed. (July 2005)
4. The Leadership Institute Committee, with input from the Continuing Education Committee and the Membership Committee, will evaluate target audiences (support staff, professionals whose MLS is more than 10 years old, library media specialists, etc.) in the MPLA region and will develop plans for institutes that would address the needs of these groups. (Spring 2007)
5. The Leadership Institute Committee will sponsor sub-regional events (2-3 states) for MPLA members without the MLS. These events could be held on weekends in large urban systems (such as Salt Lake City, UT, or Johnson County, KS) with facilitators provided by the library system and state association. (Fall 2007)
6. The Leadership Institute Committee will recruit a corporate sponsor to provide travel and housing expenses for the sub-regional events. (Fall 2007)

**Goal IV** – MPLA will be administered efficiently and effectively with a structure that facilitates meeting its goals.



**Objective A** - The MPLA Board will employ and annually evaluate the following paid staff: Executive Secretary, Webmaster, and *MPLA Newsletter* Editor. (Ongoing)

**Objective B** – The Vice-President/President-Elect will update and the board will receive and approve MPLA’s Long Range Plan annually. (Ongoing)

**Objective C** – The MPLA President will organize a session to review goals and revise the Long Range Plan every 5 years. (2009)

**Objective D** – The Bylaws and Procedures Committee will review the *Manual of Procedure* annually and submit recommendations for revision to the Board. (Ongoing)

**Objective E** – The MPLA Vice-President or designee will review and update the *Conference Manual of Procedure* every three years. (Ongoing)

**Objective F** – The MPLA President will establish a Task Force to examine the structure and functions of the MPLA Board, Sections and Committees. (November 2004)

Activities:

1. The Task Force will survey the membership on their suggestions for new Sections or changes in current Sections. Included in the survey will be a question on the possibility of charging dues to belong to the Section with the understanding that the dues may be used by the Section to help pay for conference expenses for the Section. (March 2005)
2. The Task Force will recommend changes in the number of Sections, the focus of the Sections, the activities of the Sections and the dues structure of the Section to the Board. (July 2005)
3. The Task Force will review the committee and officer structure of MPLA to determine if changes need to be made in the duties or activities of the committees and officers. Included in this review will be assessing the possibility of adding a 2nd Vice President in charge of membership and assessing the possibility of adding committee chairs as voting members of the Board. The Task Force will make recommendations to the Board. (July 2005)

**Objective G** – MPLA committees will have clear, understandable tasks that further the mission of the organization.

Activities:

1. Each committee will review their charges and procedures in the *MPLA Manual of Procedures* and make recommendations to the Bylaws and Procedures Committee for

any needed changes to their charge or procedures based on the Long Range Plan. (September 2006, and reviewed annually)

2. Each committee will develop a manual of procedures which includes the committee charge, tasks, timetables, member duties, and Frequently Asked Questions about the committee and submit to the Finance and Management Committee for review. (September 2006)
3. The President, Vice-President and Executive Secretary will meet with committee chairs to outline the tasks of the committee for the coming year and to answer any questions the chairs may have. (Ongoing)

**Objective H** – MPLA Sections will have clear, understandable tasks that further the mission of the organization.

Activities:

1. Each Section will review their charges and procedures in the *MPLA Manual of Procedures* and make recommendations for any needed changes to their charge or procedures based on the Long Range Plan. These recommendations will be submitted to the Bylaws and Procedures Committee. (September 2006 and reviewed annually)
2. Each Section will develop an easy to use guide to the activities of Section that can be added to annually. The guide will include the Section charge, tasks, timetables, governance, and Frequently Asked Questions about the Section. This guide will be submitted to the Finance and Management Committee for review. (September 2005 and reviewed annually)

**Objective I** – MPLA will utilize electronic balloting for elections.

Activities:

1. The Electronic Communications Committee will investigate the options for online voting and submit recommendations to the Finance and Management Committee. (January 2005)
2. The Finance and Management Committee will review the options and recommendations and submit a recommendation and timetable to the Board. (July 2005)

**Objective J** – The MPLA Board and Sections will explore partnerships with other organizations for conference program planning and other educational opportunities.

Activities:

1. The President and Vice-President of MPLA will annually seek opportunities for partnerships with organizations beyond state chapters for conference program planning beginning in 2005. Partnerships which will be sought are those with

professional organizations that serve diverse populations, organizations that provide information and training for paraprofessionals, schools of librarianship and information management, and other groups that promote excellence in public service. (Ongoing)

2. Sections will work with state sections with similar missions as well as other professional and community organizations for conference program planning. (Ongoing)
3. The Continuing Education and Professional Development Grants Committees will seek information from other professional organizations that may lead to MPLA's involvement in sponsoring educational opportunities in member states. (Ongoing)

**Objective K** – The MPLA Finance and Management Committee will have and approve all activities that impact MPLA income and expenses. (Ongoing)

Activities:

1. The MPLA Finance and Management Committee will look at the long range conference schedule and plan the sequence of conferences for optimal income and year-to-year transition. (July 2005)

**Goal V – MPLA will increase its visibility to membership and potential members at the state, regional and national levels.**

**Objective A** – MPLA will work cooperatively with state associations to publicize MPLA.

Activities:

1. State Representatives and Webmaster will encourage all state associations to provide MPLA information areas on their websites with links to the *MPLA Newsletter*, Jobline, etc. (July 2005)
2. The Public Relations Committee will regularly report and write stories and press releases on MPLA activities and in concert with the *MPLA Newsletter* Editor will develop a reporting mechanism to ensure MPLA news is disseminated more effectively and efficiently to the states. (July 2005)
3. MPLA will explore offering continuing education-type programming at state conferences. State Representatives and CE Committee will partner with state associations in conference program planning, even if not a joint conference with MPLA). (July 2005)
4. MPLA will provide more programs at joint conferences for library staff, including for non-MLS staff. (Ongoing)
5. MPLA in cooperation with one or more states will plan and conduct an annual conference within the guidelines of the *MPLA Manual of Procedure*. (Ongoing)
6. MPLA Sections will contribute relevant continuing education programs to joint conferences. (Ongoing)

7. The Continuing Education and Leadership Institute Committees will coordinate with Sections and with the appropriate State Representative to insure that one or more offerings at each joint conference are geared specifically to non-MLS library staff members. (Ongoing).
8. MPLA will present or sponsor a program, event or activity at every state conference every year that promotes membership and creates more awareness of the organization. (State Representatives, Public Relations Committee, Membership Committee, Deadline: (December 2005)
9. The MPLA President will attend at least 2 conferences of member state associations every year and make a presentation on MPLA, its activities and benefits. The state conferences which the MPLA President attends should rotate every year, so that all member state conferences are attended over a 6 year period. (Ongoing)
10. State Representatives will work with their state associations' webmasters to publicize the availability of the MPLA Conference Handouts Archive as a potential recruitment tool (preview of MPLA Conferences). (July 2005)
11. MPLA State Representatives will regularly contribute news items and articles about MPLA and its activities to their state association newsletters, online lists, and websites. (Ongoing)
12. MPLA State Representatives will contribute news items and articles about their states and their activities to the *MPLA Newsletter* for each issue. (Ongoing)
13. MPLA will have a booth in the registration area at every state conference each year. The State Representative should conduct a drawing for the 10 free memberships as long as they are authorized by the Board. The availability of the drawing should be announced at a major meeting early in the conference with the drawing to take place at a keynote session (or other visible meeting such as the awards banquet, etc.) near the end of the conference. (Ongoing)

**Objective B** – MPLA will increase its national and regional visibility.

Activities:

1. The Public Relations Committee will create a catchy slogan using creative enticement. (December 2005)
2. The *MPLA Newsletter* Editor and/or Public Relations Committee Chair will prepare and send MPLA press releases (events such as conferences, awards, notable events, officer elections, State Representatives, etc., from libraries and MPLA members) to regional and national publications, and should be posted on the MPLA Website as well. (December 2005)
3. The *MPLA Newsletter* Editor and Public Relations Committee will create an “action list” of possible topics for press releases. (July 2005)
4. The Executive Secretary, Public Relations Committee, and Finance Committee will investigate the feasibility of sponsoring an MPLA advertisement, paid or as a reciprocal ad, in national or state newsletters. (December 2005)

5. The Leadership Institute Coordinator will work with State Representatives and their respective conference planning committees to suggest program presentations featuring MPLA Leadership Institute attendees at state conferences. (December 2005)
6. Photographs of MPLA activities will be posted on the MPLA Website. (Ongoing)

**Objective C – MPLA will strive to improve communication with membership.**

Activities:

1. The Webmaster will send electronic notification to membership when Board minutes and state reports are posted on the MPLA Website, using creative wording and/or design in the messages. (July 2005)
2. The MPLA Board members will strengthen communication with membership via the *MPLA Newsletter* and Website, including activity reports from sections and committees. (Ongoing)
3. MPLA will issue 2 shorter e-newsletters during the year on special topics or themes to be identified by the Public Relations Committee which will collaborate with the *MPLA Newsletter* Editor to develop the content and format and distribute electronically to all members. (December 2005)
4. The Webmaster will post summaries of all State Representative reports from Board meetings on the MPLA Website within ten working days of each meeting. The MPLA Secretary will secure reports from those who have not already submitted them electronically. (Ongoing)
5. The MPLA Secretary will compile all minutes from Board meetings and the Webmaster will post on the MPLA Website within ten working days of each meeting. (Ongoing)
6. The *MPLA Newsletter* Editor will consider publishing Board meeting minutes in the *MPLA Newsletter* and the MPLA Secretary will be responsible for seeing that the minutes are sent out to board and membership via electronic list and MemberClicks. (December 2005)
7. The *MPLA Newsletter* will be published a minimum of 6 times a year. (Ongoing)
8. The MPLA Website including the MPLA Jobline will be updated as needed by the MPLA Webmaster. (Ongoing)

**Goal VI – MPLA will facilitate communication utilizing appropriate technology to bridge distances among members.**

**Objective A** - The Electronic Communications Committee will monitor online meeting software developments and evaluate products for possible use in MPLA, considering cost, usefulness for MPLA, and unique situations of members, such as firewalls, etc.

Activities:

1. The Chair of the Electronic Communications Committee will establish a subgroup from among its members to specialize in meeting software: the ECC Online Meeting Subgroup. The Chair will monitor and report on its work. (March 2005)
2. The ECC Online Meeting Subgroup will identify and review products available for online meetings. (Ongoing)
3. The ECC Online Meeting Subgroup will develop and maintain a list of possible products along with comments and evaluations from vendor demos or trials that have been done previously or that they may arrange. (August 2005)
4. The ECC Online Meeting subgroup will report on findings and any recommendations to the Board at least once a year. (Starting in December 2005)

**Objective B** - The Electronic Communications Committee will promote the functionality of MemberClicks for accomplishing the work of the association.

Activities:

1. The Chair of the Electronic Communications Committee will establish a subgroup from among the members of the committee to develop expertise with MemberClicks and promote its use: the ECC MemberClicks Subgroup. The Chair will monitor and report on its work. (March 2005)
2. The ECC MemberClicks Subgroup or its designee will provide orientation to MemberClicks including the discussion groups, group email and other features for each incoming board at orientation. (Annually)
3. The ECC MemberClicks Subgroup will provide articles for the *MPLA Newsletter* on FAQs and ways to use MemberClicks. (At least twice a year)
4. The ECC MemberClicks Subgroup will review, update and revise as needed instructional handouts on MemberClicks provided to new members and that are available on the MPLA Website. (Ongoing)
5. The ECC MemberClicks Subgroup will evaluate the usefulness of MemberClicks as a tool for MPLA and report to the Board. (Every other year, to begin in 2005)

**Objective C** – The Electronic Communications Committee will promote the use of discussion lists for communication among members and exploration of professional issues.

Activities:

1. The Chair of the Electronic Communications Committee will establish from among the members of the committee a subgroup on discussion lists: ECC Discussion Lists Subgroup. The Communications Committee chair will monitor and report on its work. (March 2005)
2. The ECC Discussion Lists Subgroup will consider and recommend ways to promote use of the MPLA lists and the discussion feature on MemberClicks for exploring professional issues. (December 2005)

3. The ECC Discussion Lists Subgroup will develop policies to govern the use of MPLA's discussion lists. (July 2005)

**Objective D** - MPLA will utilize the MPLA Website for dissemination of information, management functions, and association news.

Activities:

1. The Webmaster will post MPLA announcements, conference promotional information, news, photos and MPLA activities to the Website. (Ongoing)
2. The Webmaster will post all reports made to the Board on the Website. (Ongoing)

**Objective E** - MPLA will further utilize electronic features of MemberClicks for its administrative operations.

Activities:

1. The Electronic Communications Committee and the Executive Secretary will investigate using MemberClicks for electronic balloting and bring a proposal to the Board. (Summer 2005)
2. The Executive Secretary will send all members renewal notifications by email through MemberClicks and follow up by mail as needed. (January 2005)
3. The Executive Secretary will prepare a report on cost, feasibility and recommendation to the board on using MemberClicks for online payment for dues. (July 2005)

**Objective F** - The Electronic Communications Committee will investigate and recommend policies and procedures for the use of the MPLA Website and the MemberClicks product.

Activities:

1. The Electronic Communications Committee will recommend a policy on limiting access to selected services to members only (i.e. the Jobline). (December 2005)
2. The Electronic Communications Committee will develop guidelines for users of lists and online directories. (December 2005)
3. The Electronic Communications Committee will develop and provide training tools for committee chairs and others who seek to conduct meetings through discussion lists and other online means, to include setting agendas, monitoring discussion and participation, bringing items to a consensus or a vote, drawing conclusions, and assigning tasks to members in a virtual environment. (December 2005)