



Communications

Big Horizons, Close Community

CO-04 - Communications Committee Board Report

Committee Membership

- Shay Beezley, OK, Chair
- Melanie Argo, SD, Newsletter Editor
- Roy Degler, OK, Server Portal Administrator
- Steph Fulton, AZ
- Robin Hastings, KS, President
- Sherrie Mortenson, UT, Executive Secretary
- Vacant, Website Administrator

Committee Activities

- Posted about Leadership Institute application period on Facebook and LinkedIn
- Assisted Past President and North Dakota State Rep to find promotional materials for conferences
- Concerned about the current structure of the committee – we've tried to meet quarterly with maybe 3 people showing up at most. There is an opportunity here to reimagine the committee structure, meeting frequency, intra-Association communication, and coordinated file management.
 - I have been wanting to adapt OLA's Communications Guidelines for MPLA. This is a policy document that sets forth expectations for all communication avenues. I would like to make this a priority for the committee with something to share with the Executive Board within the next 3-6 months. If anyone outside of Communications is interested in helping with this, please let me know.
 - I would also like to work with the committee on developing a long-term marketing plan for the Association where we map out expected events, announcements, updates, so that we have a clear vision of what and when needs to be promoted.
 - Additional ideas and/or feedback are welcome.

Respectfully submitted,
Shay Beezley