Committee Planning Report

Committee Planning Report

Date: 10/1

Committee Name: NMRT Online programs

Supervising Board Member: Dani Cook (danibcook@gmail.com)

Chair, Co-Chairs, Assistant Chairs:
LaQuanda T. Onyemeh : Lonyemeh@gmail.com

Committee members:

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Committee Charge:
To plan, coordinate and deliver an online program to coincide with the Annual Conference series as charged by the NMRT president.

- **Project Description / Goals:** Run professional opportunities webinar.
  - Implement an effective marketing strategy that maximizes the potential for NMRT & ALA members to participate in planned programs.
  - Develop a survey for NMRT members to gauge interest in professional topics for future webinars and presentations.
To deliver 3 online programs to new members of ALA and the profession. These online programs will be offered in alternate formats.

- **Specific Objectives (numbers, tangible end-products):** Build upon the work established by the committee last year and run the professional opportunities webinar series.
  - Programs were based on information gathered from the Online Program Committee's previous survey on programs of interest.
  - Currently, we have settled on the following topics: Academic Libraries, Public Libraries, Prison Libraries, Special Libraries, Transitional Employment Opportunities, and School Librarianship.
  - Potential speakers were found, and we are currently contacting speakers to see if they are still interested. If not, we will locate other potential speakers for the webinars.
- Develop marketing strategy for programs.
  - The marketing strategy will utilize NMRT list-serv, social media, SASCO, and word of mouth.
  - Keep Online Programs Committee site up to date and market committee events.
  - We will also record the number of participants (RSVP, and actual attendees) for programs and adapt our marketing strategy as we go along. We will also provide a list of future recommendations for next year’s committee.
- Develop a survey for future topics of interest to be explored.
  - Develop a simple Google Forms survey to gauge the interest of NMRT and ALA members on professional topics they wish to see explored.
  - Utilize marketing strategy to highlight the survey and results will be recorded within Google Forms.
  - Our committee will analyze survey responses and have survey results ready for the incoming committee.

### Financial Report Section:

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<tr>
<td>Your budget appropriation (see budget)</td>
<td>a. N/A</td>
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<tr>
<td>Amount which you have spent so far this year</td>
<td>b. N/A</td>
</tr>
<tr>
<td>Your estimated additional expenses this year</td>
<td>c. N/A</td>
</tr>
<tr>
<td>Total of amount spent and additional &quot;estimated&quot; expenses for this year (b+c)</td>
<td>d. N/A</td>
</tr>
<tr>
<td>Difference between budgeted amount and total expenses from above (a-d)</td>
<td>e. N/A</td>
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f. Vendor support planned or anticipated for the year (either money or in-kind gifts), list here:

N/A
g. **Vendor support requested:** (From the above list, what, if any, has been requested from the Exhibitor Contact and Relations Committee?)

N/A

h. **Vendor support received:** (From the above list, what if any, has been received?)

N/A

Specific Needs/Support (non-financial): (For the categories below, please include approximate date service needed)

N/A

a. Web Support (help with webpage creation, web form creation, web database, web database, scripting, etc): No support will be needed other than assistance in updating our committee webpage.

b. On-site conference volunteers: (include estimated numbers needed and brief job description)

To ensure successful programs and maximize our potential outreach. The Online Programs Committee will utilize social media, ListSers, and committee(s) (SASCO) to disseminate all pertinent program information for our members in the hopes that they will attend our programs.

**Report submitted by:** LaQuanda T. Onyemeh

**Email address:** Lonyemeh@gmail.com