

Committee Final Report

NOTE: ** = Required Field

****Type of report being submitted:** Committee Final Report

****Date:** July 22, 2013

****Committee Name:** Membership, Promotion, Diversity & Recruitment (MPDR)

****Supervising Board Member:** Bohyun Kim, NMRT Outreach Director

****Chair, Co-Chairs, Assistant Chairs:** Tiffany Bradford-Oldham, Melissa Cardenas-Dow (co-chairs)

****Committee members:**

Amanda Grundmann	Recruitment Sub-committee
Annie Pho	Recruitment Sub-committee
Aurora Vega	Membership Sub-committee
Elizabeth DeCoster	Diversity Sub-committee
Gena Peone	Diversity Sub-committee
Laura Wilson	Membership Sub-committee
Melissa Cardenas-Dow, co-chair	Diversity Sub-committee
Rebecca van Kniest	Promotion Sub-committee
Tiffany Bradford- Oldham, co-chair	Promotion Sub-committee

****Goals, Objectives, Projects completed (including, but not limited to, any procedures, tip sheets, checklists, etc. created during the reporting year):**

Goal: MPDR seeks to promote membership to NMRT by recruiting new(er) ALA members from diverse backgrounds and professional service emphases.

Specific Objectives:

1. Solicit input on promotional and recruitment goals from NMRT.
2. Establish a systematic communication system using Google services, including shared email (Gmail) and shared document editing/distribution (Google Drive).
3. Develop and deploy survey study of dropped NMRT members; create report from study for distribution to NMRT.
4. Redesign NMRT brochure; targeted distribution time of redesign: ALA Midwinter Meeting 2013.

Projects Completed:

1. Established a systematic communication system, including shared email and document editing/distribution using Gmail and Google Drive.
 - 1.1. Wrote documentation for subsequent NMRT-MPDR committee members (see attached).

Developed and deployed survey study of dropped NMRT members; created report from study distributed to NMRT leadership.

Updated and redesigned NMRT brochure; printed for ALA Midwinter 2013.

****Action Items/Issues To Be Resolved – What plans/projects remain which will be carried over or postponed until next year? Have there been any substantial changes in plans requiring a reconsideration or cancellation of projects? Information regarding such will be helpful for future chairs and planners.**

Items/Issues to be Resolved:

1. Solicit input on promotion and recruitment goals for NMRT.
 - 1.1. Implement cross-promotional activities for diversity promotion and recruitment (for specifics, please see attached).
 - 1.1.1. Establish stronger tie with Office of Diversity.
 - 1.1.2. Establish stronger tie with various ALA and ALA-affiliated organizations, including NMRT Student and Student Chapter Outreach Committee (SASCO) and Alumni & Friends Committee (A&F).
 - 1.2. Continue to send monthly welcome letters to new and renewing NMRT members.
 - 1.3. Continue student recruitment activities – described in separate report distributed to NMRT leadership.
 - 1.4. Continue to pursue dropped members survey – analysis and implementation of suggested actions described in separate report.

Financial Report Section:

Your budget appropriation (see budget)	a. 600.00
Amount which you have spent this year	b. 256.61
Difference between budgeted amount and amount spent (a-b)	c. 343.39

****Report submitted by:** Melissa Cardenas-Dow

****Email address:** melissa.cardenasdow@gmail.com

Attachment A: NMRT-MPDR Shared Google Account:

1. Committee accounts for Gmail and Google Drive
 - 1.1.1. Email account: ala.nmrt.mpdr@gmail.com
 - 1.1.2. Password: XXXXXX (information not shared for security reasons)
2. Email use: send out emails and communications to persons outside of committee (*e.g.*, welcome letters, recruitment tasks, solicitation of survey participation).
3. Google Drive use: sharing committee documents to members
4. Tasks needed:
 - 4.1. Email organization – folders/labels according to tasks, functions.
 - 4.2. Document organization – folders/labels according to tasks, functions.
 - 4.3. Establish schedule for clean-up/organization/maintenance and monitoring.

Attachment B: Goals for Cross-Promotional Activities for NMRT-MPDR 2013-2014:

1. Establish stronger ties with ALA Office of Diversity, NMRT-SASCO, NMRT-A&F and NMRT leadership to strengthen goals/objectives.
2. Write NMRT-focused articles/posts for various organizations (ethnic/cultural diversity areas):
 - a. APALA
 - b. AILA
 - c. REFORMA
 - d. BCALA
 - e. CALA

Write diversity-focused articles for *Footnotes* and/or *Endnotes*.

Write NMRT-focused articles/posts for various organizations (student/alumni areas) – in conjunction with NMRT-SASCO (Student and LIS School Alumni groups: *e.g.*, SJSU, SLIS).

Write member highlights for NMRT blog – in collaboration with NMRT web committee.
Creation of Intake form.

Creation of member highlight selection – platform?

Creation of writing, editing, submission cycle.

Launch publicity campaign branding – tagline that highlights NMRT as not just for new librarians; permeate branding through NMRT print and digital materials calls-to-action – include use of social media.

Participation calls using social media: FB, Twitter, LinkedIn.

Photo gallery participation.

Maintain more frequent contact with NMRT Outreach Supervisor, NMRT web committee, SASCO.