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

**Date:** January 17, 2008

**Committee Name:** Marketing Task Force

**Supervising Board Member:** Nanette Donohue

**Chair, Co-Chairs, Assistant Chairs:** Angela Maycock

**Committee members:** David Conners, Nancy Gibson, Amy Harmon, Laena McCarthy

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

The Marketing Task Force fulfilled our committee charge by submitting a document outlining recommendations on how NMRT might best communicate with current and prospective members. This report was presented and discussed at the NMRT Executive Board meeting during the 2008 Midwinter Meeting, on January 14, 2008.

**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.**

Response from the Executive Board was favorable and concluded that a mission statement for NMRT had to be (re) drafted, as the current mission statement is not being used in NMRT communications. Once the mission is drafted by the board, it will go out for discussion by the membership on NMRT listserv as the March Online Discussion Forum. Following that, there will be a logo contest in April-May time frame, wrapping up in time for Annual. The board has asked to extend appointment of the task force until Annual 2008 to continue work on this project.

**Financial Report Section:**

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

**Report submitted by:** Angela Maycock

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