

## Committee Planning Report

NOTE: \*\* = Required Field

**\*\*Type of report being submitted:** NMRT-MPDR 2012-2013 Committee Planning Report

**\*\*Date:** September 13, 2012

**\*\*Committee Name:** Membership, Promotion, Diversity, and Recruitment

**\*\*Supervising Board Member:** Bohyun Kim

**\*\*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
<b>Melissa Cardenas-Dow, co-chair</b>	Diversity Sub-committee
Rebecca Kniest	Promotion Sub-committee
<b>Tiffany Bradford- Oldham, co-chair</b>	Promotion Sub-committee

**\*\*Committee Charge:** MPDR focuses on the promotion of NMRT and its activities. It seeks to widen NMRT's reach by enhancing NMRT membership and increasing its diversity. MPDR facilitates diversity recruitment by serving as the NMRT liaison to ALA's Office of Diversity.

**\*\*Project Description / Goals:** MPDR seeks to promote membership to NMRT by recruiting new(er) ALA members from diverse backgrounds and professional service emphases.

**\*\*Specific Objectives (numbers, tangible end-products):**

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.

**Financial Report Section:**

<b>Your budget appropriation (see budget)</b>	a. \$600.00
<b>Amount which you have spent so far this year</b>	b. \$ 0.00
<b>Your estimated additional expenses this year</b>	c. \$600.00
<b>Total of amount spent and additional "estimated" expenses for this year (b+c)</b>	d. <b>\$600.00</b>
<b>Difference between budgeted amount and total expenses from above (a-d)</b>	e. \$ 0.00

**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)

**a. Web Support (help with webpage creation, web form creation, web database, web database, scripting, etc**

N/A

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

N/A

**c. Publicity planned for the committee (posting to other discussion lists, official press release for webpage, etc.):**

1. Make contact with leadership of groups and discuss cross-promotion opportunities
  - a. Post opportunities to discussion lists and listservs
  - b. Write promotional articles in cooperation with other information professional groups
2. Email monthly welcoming letters to renewing and new NMRT members
3. Make brochures available for conferences, particular ALA Midwinter Meeting and Annual Conference

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

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