



Montana Library Association

From the Mountains to the Prairies

MLA BOARD REPORTS

Office held/Chair of: Marketing and PR Committee

Reported By: Lisa Mecklenberg Jackson

Date: April 24, 2020

Progress or Successes Since Our Last Meeting:

Most of my marketing efforts in recent months have focused on posting on the MLA Facebook page, with occasional postings on Wired. Our Facebook numbers continue to grow. I need to do more with marketing of our Montana libraries and should enhance the marketing section on the MLA Website. I hope to revitalize the marketing and PR committee in the next year.

I wrote a statement on behalf of MLA regarding the Covid crisis, which was posted on the MLA Webpage.

New Issues:

Both Debbi and Mary Anne suggested we do another MLA calendar which is something I have been thinking of for a while. What should be the focus of the new calendar?

-The Men of MLA

-Historic libraries in Montana

-Pets of MLA

-Other?

Board Action Requested:

Would love to have some input on the above calendar theme.

Other Comments:

Financial Report: FY 2020 budget: \$500

Amount spent: 0

(If unknown, please contact Executive Director)