MLAC – Feb 24, 2020

Minutes:



Discussion centered on a “greatest hits” newsletter format.

Suggestions:

Word – to PDF

Publisher to PDF

Constant Contact or another email type newsletter/Mail Chimp

Shared Google doc adequate?

We need to develop a template if we go with Mail Chimp or Constant Contact

Liaisons reporting for their regions – familiar threads – short blurb– what’s trending….

MLA A-Z format

Distribute to staff

MELIBS – send it out

Brief – suggest 4 or 5: Region 4 – defined scope

Director changes – unique and useful for inclusion.

Determine the most important info to share

Marketing:

Bags to promote libraries?

Subcommittee -Deb Lozito, Chip, Deb Clark