



MICHIGAN LIBRARY ASSOCIATION

Statewide Marketing and Public Relations Workgroup

Approved September 2021

General Workgroup Description

The goal of this workgroup is to promote Michigan libraries at a statewide level. The workgroup will find and implement creative ways to promote Michigan library services and assist with creating dynamic, and exciting multimedia communications to promote and advocate for Michigan libraries and the library profession. The workgroup will also oversee, create and implement a statewide, multi-year public relations and advertising campaign to promote the importance and relevance of libraries – and educate residents, including elected officials and legislators, about library services that go beyond books.

Workgroup Membership and Meetings

The committee includes library marketers and library professionals who are passionate about promoting libraries, from all across Michigan, including representation from Michigan's library cooperatives. The MLA Executive Director and the Membership and Communication Director will serve as staff liaisons.

All workgroup members are required to attend a virtual MLA volunteer development training. Meetings will be held monthly. Meetings will take place virtually unless an in-person meeting is warranted. Assigned duties beyond the work group meetings vary and may require extra time.

Authority and Responsibility

The workgroup will actively participate in creating high-quality communications; contribute talents and expertise; collaboratively work with fellow workgroup members and MLA staff; attend regular work group meetings; provide ongoing and clear communication; accept assignments from the chair or MLA; act as an ambassador for MLA.

Workgroup Terms

One year. Opportunity to renew commitment.

Chair and Vice Chair Selection

The chair and vice chair will be selected from within the current membership of the workgroup by MLA.

Chair Responsibilities

The chair must be familiar with MLA's missions, goals and objectives, preside over all meetings, work with MLA staff to draft meeting agendas, encourage productive communication and opportunities to participate, assign duties to work group members as necessary, ensure the timeline set forth by MLA is adhered to, record and distribute meeting notes.

Qualifications

This is an opportunity for an individual who is passionate about the success of MLA's members and who has a track record of leadership. The selected members will have achieved leadership stature in MLA and/or in Michigan libraries. Member's accomplishments will allow them to attract other well-qualified, high-performing leaders. Specific qualifications include: Project management; ability to plan and meet deadlines; decision-making ability; vision and creativity.

Service Without Remuneration

Service on Michigan Library Association's Workgroups are without remuneration or additional discounts for event attendance.