Welcome and Introductions  
- Katie Sundstrom  
- Jennifer Carlson  
- Bekky Vrabel  
- Julia Carlis

Purpose and Goals of the Committee: (According to MLA Policies)  
- Develop and Implement an annual plan of action to recruit and retain membership  
- Recruit members at conferences and other association activities  
- Host “new members and first-time attendees” activities at conferences  
- Welcome new MLA members to the association

Old Business  
- Membership Reports –  
  - Jennifer removed the financial information from the new/expiring/renewing reports, so they are now ready for use by the divisions  
  - The main report had the member status column removed because it wasn’t auto-updating, meaning it wasn’t accurate. It should be only pulling current members now, regardless of what was listed in that column.  
- Website Update:  
  - Join or Renew Page – Bekky has already submitted her requested changes to Synergos; all that is left is a formatting issue, which she will contact them about.  
  - Benefits of Membership Page – Julia went over her recommended changes to the committee; they were approved. She will submit them to Synergos shortly.

New Business:  
- Membership At-a-Glance – The numbers are now a little higher since we’ve added back the members who are technically current but who were listed as expired. Not a big change, though.  
- MLA Messaging – The new draft language was edited and approved. It will be submitted to Jennifer for updating in the auto-emailing system.  
- Job Descriptions – We have settled on 5 broad categories for members to choose from; this should give us a better idea of who we are reaching and who we are missing. The list can be updated in future if it is discovered that we are missing something.  
- Monthly Round-Up –  
  - Jennifer will look into the logistics of possibly combining the Advocacy e-newsletter and mailing list with the general MLA RoundUp. We should also be mindful of current recipients of the Advocacy newsletter who may not want the RoundUp.  
  - We will brainstorm ideas for ways to make it more interesting in future.  
- MLA Zazzle Store  
  - We recommend it be called the MLA Store in future.  
  - We recommend the current MLA Store webpage be renamed or re-configured,
since it is about paying for sponsorships and job ads, making it a rather misleading title.

- Member Spotlight Questions – We will draft a list of questions that a member chosen for a spotlight slot in the newsletter could choose from. Having a larger list of questions to pick from means each month’s post will look a little different, and each member can work from questions that interest them. It should be more fun and interesting that way. We will brainstorm possible questions for next month’s meeting.

- MLA Annual Conference
  - Katie – the prize will have to be glory and bragging rights
  - Bekky – social media
  - Hannah/Julia – trivia program