I. REPORT DATE: April 27, 2022
II. NAME OF COMMITTEE: Publicity & Outreach Officer
III. MEMBERS: Lisa Shiota
IV. BOARD ACTION REQUIRED: yes
V. BRIEF SUMMARY OF ACTIVITIES

- Statistics for the new members survey (link is in the registration form and at https://www.musiclibraryassoc.org/page/JoinMLA) from January 5, 2022 (date of last board report) to April 27, 2022:
  - 12 responses received
  - 50% (6 respondents) learned about MLA through a colleague
  - 33.33% (4) learned about MLA from another source*
  - 25% (3) learned about MLA from the MLA website
  - 8.33% (1) learned about MLA from a presentation by an MLA Representative
*Other sources include Indiana University, Western University (Ontario), an unnamed professor, and an unnamed music librarian from a university. 2 people mentioned joining because they were co-presenting at the annual conference.

- Posts continue to be added to Facebook, Twitter, and the blog, which included announcements of MLA awards, which receive the most views and reactions every year. For example, the post announcing Randye Jones as the MLA Citation awardee reached 4,068 people, had 930 engagements, 67 likes, 11 comments, and 24 shares as of this report.

- The report for the Publicity & Outreach Officer search committee is a separate report.

- **Board Action Required:** I am requesting that I step down from this position as of May 15, 2022, regardless of the board’s decision of the search committee’s report.

VI. IMPLICIT BIAS TRAINING
I confirm that I have completed DEIA training at my institution.

Respectfully submitted,
Lisa Shiota