I. REPORT DATE: January 5, 2022
II. NAME OF COMMITTEE: Publicity & Outreach Officer
III. MEMBERS: Lisa Shiota
IV. BOARD ACTION REQUIRED: yes- see first point below
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 September 15, 2021 (date of last board report) to January 5, 2022:
  - 7 responses received
  - 42.86% (3 respondents) learned about MLA from another source*
  - 28.57% (2) learned about MLA through a colleague
  - 14.29% (1) heard about MLA through an MLA chapter (New England)
  - 14.29% (1) learned about MLA from the MLA website

*Other sources included a Google search (did not mention search words), through University of North Carolina at Chapel Hill library school, and from an unspecified college professor.

**Board Action Required:** This survey has been open since May 2019. A summary of responses from May 2019 to the present is attached as a separate document. My questions to the board: 1) Would you like a written report from me of the findings? 2) Should this survey continue to be open and future results analyzed by the next Publicity & Outreach Officer?

- The American Musicological Society (AMS) conference was held online again in 2021. I opted to hold an open session Q&A instead of having a passive exhibit format. 14 people had signed up; about 10 attended, including President Liza Vick, who graciously helped in answering questions. It was an active session, and I also had a conversation with a participant afterwards. Should the AMS conference be online again this year, I would recommend continuing to use this format.

- Posts continue to be added to Facebook, Twitter, and the blog, which included recent publications for A-R Editions, Giving Tuesday promotion, and shares/retweets of Public Domain Day 2022.

- I have enjoyed serving as Publicity & Outreach Officer these past four years. Thank you for allowing me to contribute to the association in this way.

Respectfully submitted,
Lisa Shiota