I. REPORT DATE: September 16, 2021
II. NAME OF COMMITTEE: Publicity & Outreach Officer
III. MEMBERS: Lisa Shiota
IV. BOARD ACTION REQUIRED: no
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 May 7, 2021 (date of last board report) to September 15, 2021:
  o 13 responses received
  o 46.2% (6 respondents) learned about MLA through the MLA website
  o 30.8% (4) learned about MLA from another source*
  o 15.4% (2) heard about MLA through a colleague
  o 7.6% (1) learned about MLA through an MLA chapter (did not specify which)
*Other sources included web searches for “music library jobs” and “music & ethnic identity,” through Simmons University library school, and via an MLA member (Woody Colahan, from University of Denver).

This was the first time where the top response was not “heard about MLA through a colleague.” One notable comment from a respondent: “cataloger tasked with cataloging large donation of musical scores. Joining MLA to seek resources and the support of a professional community.” This comment appears to confirm that reaching out to librarians with music added to their usual responsibilities would be important to our mission.

• Posts continue to be added to Facebook, Twitter, and the blog, which included new titles from A-R Editions, calls for award nominations, and the announcement of the final volume of A Basic Music Library, 4th edition.
• Upcoming activities include exhibiting at the American Musicological Society (AMS) annual meeting in November, which will be virtual, and serving on the search committee for my position.

Respectfully submitted,
Lisa Shiota