I’ve been in communication with Steve Henry about creating an online submission form for newsletter content. We are also looking at WordPress analytics to review newsletter traffic.

Gathering content for the most recent issue (July/Aug) was challenging due to lack of interest and/or lack of follow up from contributors. I’d like to suggest that we form a long-term plan to retire the newsletter and route content to the MLA blog using the to-be-developed submission form. I make this suggestion for several reasons:

The listserv (MLA-L) functions as a more up-to-date method of sharing information. It can literally take months to solicit enough content for each issue of the newsletter, and things that were ‘news’ are no longer so. Looking at early editions of the print newsletter (1970s), many of the announcements contained therein are similar to the messaging that now appears on MLA-L. Additionally, with the redistribution of publicity officer duties, the newsletter editor position may need to function more as a ‘media officer’, managing the MLA blog and social media accounts.

VI. Alignment with the 2022-2030 Strategic Plan Objectives.

List of goals for the next year and how they relate to the MLA Strategic Plan

- Work with our web manager to implement a newsletter submission form and update website instructions for submitting content, per MLA’s goal to strengthen communication.

- Explore opportunities to highlight and/or engage members of other arts organizations, such as the Theater Library Association, for interviews or articles, per MLA’s goal to organize strategically / cultivate mutually beneficial relationships with other organizations.

- Expand role to include posting to social media (Twitter, Facebook) based on current Publicity Officer vacancy, per MLA’s goal to organize strategically, strengthen communication, and develop/retain membership by promoting/advocating for our profession.