I. REPORT DATE: January 19, 2021
II. NAME OF COMMITTEE: Publicity & Outreach Officer
III. MEMBERS: Lisa Shiota
IV. BOARD ACTION REQUIRED: no
V. BRIEF SUMMARY OF ACTIVITIES

- I took 3 tests from Harvard University’s Project Implicit.
- Here are the virtual music librarianship presentations that I did during this time period. I had some great interactions with students.
  - September 11, 2020: IUPUI, 5 attendees
  - September 15: University of Oklahoma, 3 attendees
  - September 25: University of Maryland, 33 attendees (!)
  - September 29: University of Toronto, 12 attendees
  - October 2: University of Texas-Austin, 3 attendees
  - October 5: University of Wisconsin-Milwaukee, about 15 attendees (I forgot to track this time)
  - October 20: University of Washington, 13 attendees
  - October 29: Simmons University, 10 attendees
  - October 30: Syracuse University, 10 attendees; University of Hawaii at Manoa, 2 attendees
  - In addition, I had exchanged a few emails from a couple of students forwarded to me from the University of Denver.

- Statistics for the new members survey (link is in the registration form and at https://www.musiclibraryassoc.org/page/JoinMLA) from September 10, 2020 (date of last board report) to January 19, 2021:
  - 14 responses received
  - 57.14% (8 respondents) heard about MLA through a colleague
  - 21.43% (3) learned about MLA through the MLA website
  - 14.29% (2) learned about MLA from a presentation by an MLA representative*
  - 7.14% (1) learned about MLA through an MLA chapter (NEMLA)
  - 7.14% (1) learned about MLA from a flyer
  - 7.14% (1) learned about MLA from another website (American Library Association)
  - 7.14% (1) learned about MLA from another source (unclear what the source is)
  - * I am happy to finally see that my presentations have resulted in new members, although I question being called a “cataloger extraordinaire.” 😊

- November 7-8, 14-15: Attended the AMS/SMT conference virtually as an exhibitor. From the Pathable platform that they had used, I was able to generate a log of who had visited my exhibitor page. There were 36 people who visited the MLA exhibitor page over the course of the conference. However, the platform doesn’t allow for person-to-person interactions unless they write in the chat or come to the Zoom room, so I only
actually talked to 2 people, both from MLA. This platform was ultimately unsatisfying for interactions, and I may reconsider attending if it is virtual for 2021.

- Posts continue to be added to Facebook, Twitter, and the blog.

Respectfully submitted,
Lisa Shiota