I. May 17, 2023

II. Development Committee

III. Members

Sara White, Chair (2021-2025), Lindsey Hansen Brown (2021-2025), Steve Landstreet (2021-2025), Terry Lewis (2021-2025), Matthew Vest (2021-2025), Marci Cohen, ex officio (2023-2027), Paula Hickner, ex officio (2022-2026), Elizabeth H. Cribbs, ex officio (2020-2024), Serena J. Vaquilar, ex officio (2022-2026), Liza Vick, ex officio (2020-2024)

IV. Board Action Required

- None

V. Brief Summary of Activities

- Total donations for Quarter 1 totaled $6,780.
- Contributions from our meeting in St. Louis totaled $4,551.99, with $1,000 from MOUG.
- Funds raised for Endowments, including the MLA Fund totaled $2,295.00
- A general, unrestricted contribution was made that totaled $150.00
- Donations towards different award funds totaled $4,335.00
- QR codes were distributed throughout the St. Louis meeting space, allowing attendees to scan the code and donate directly from their phones/tablets.
  - The QR codes were received well and were easy to use.
  - This did not cost anything, making it a better option for easy donating at in-person events than QGiv.
- The committee will be working on initiatives to reach more of our members throughout the year to raise funds.

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

- **Objective 1.1:** Review and update MLA’s Mission and Core Values to reflect MLA’s priorities and promote a culture of inclusivity, innovation, collaboration, and information sharing.
- **Objective 2.3:** Explore educational and networking opportunities beyond annual and chapter conferences. Sustain member contact throughout the year. Formalize more opportunities to meet virtually and more frequently.
- **Objective 2.5:** Encourage member retention through targeted programs and support for member engagement at all career levels.
- **Objective 3.5:** Prioritize accessibility at all MLA events, in-person and virtual, and in all MLA virtual spaces.
- **Objective 4.4:** Streamline the MLA website and conduct user studies on how both members and external constituents find information about MLA on the website. Conduct an evaluation of MLA’s methods of external communication.

VII. 5 of 5 members have reported completing implicit bias training.

Submitted by Sara White
I. May 17, 2023

II. Marketing Subcommittee

III. Members


IV. Board Action Required
   ● None

V. Brief Summary of Activities
   ● This year’s Silent Auction was entirely cashless. All sales (physical items, e-gift certificates, and socks) were available through Bidding Owl. Bidding Owl sales totaled: $1,057.75. After fees, $998.81 was raised for the MLA Fund. This included 28 pairs of socks sold at $10 per pair.
   ● Almost $2,000 was donated to the MLA Fund during March 2023. The Subcommittee hopes that strategically placed donate-to-MLA signs and business cards in the conference exhibit hall and meeting rooms contributed to this total.
   ● The Subcommittee did not have a sales campaign through Bonfire this year, but Library of Congress music classification posters are still available through the MLAShop at Café Press.
   ● Rebekah Hill became the new chair when Paula Hickner rotated off. We welcomed two new members at the end of the annual meeting: Wendy Sistrunk and Robert Freeborn.

VI. Alignment with the MLA 2022-2030 Strategic Plan Objectives
   ● Objective 1.1: Review and update MLA’s Mission and Core Values to reflect MLA’s priorities and promote a culture of inclusivity, innovation, collaboration, and information sharing.
   ● Objective 2.2: Offer mentorship and networking opportunities for members at all stages of career similar to the programs for new members or early career professionals.
   ● Objective 3.5: Prioritize accessibility at all MLA events, in-person and virtual, and in all MLA virtual spaces.

VII. 6 of 7 members have reported completing implicit bias training.

Submitted by Rebekah Hill