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**Outreach/Public Relations Committee**

**Annual Report**

**2020-2021**

**Goals & Objectives:**

1. Promote MDMLG and the Annual Scholarship program to WSU LIS and U of M School of Information students with an interest in health sciences librarianship
2. Coordinate the Scholarship Award activities between MDMLG, the WSU LIS program, and the U of M School of Information
3. Update the list of job and practicum opportunities in the Job Bank
4. Complete the new MDMLG logo project

**Accomplishments**

1. Completion of the MDMLG Logo Redesign - The COVID pandemic disruption delayed this project. *The Survey Results Summary - MDMLG Logo Redesign* PowerPoint (PP) was presented to the Executive Board members at the Nov. 4, 2020, meeting. The PP contained a descriptive slide deck of the prospective logo designs that remained after the first vote in February 2020. On November 12, 2020, I sent out to the Executive Board members the online ballot and the *MDMLG New Logo Design-Runoff Vote Presentation* PP. The votes were tallied, and the Executive Board members were notified on Nov. 23, 2020, of the winner. The winning logo is the design that now sits at the top of this Annual Report.
2. Promotional Flyers - Promoted MDMLG to WSU LIS and U of M School of Information students with an interest in health sciences librarianship. The current MDMLG student representative, Michelle Rau, and I distributed two flyers, one focused towards current information science students, and the other targeted for health information professionals.
3. MDMLG Annual Student Award – I coordinated the Student Award activities between MDMLG, the WSU LIS program, and the U of M School of Information. The Student Award recipient is a Wayne State University LIS student. Both the certificate and the check were emailed to her home due COVID-19 restrictions.
4. MDMLG Promotional Video - Michelle Rau and I began the preliminary planning for developing a short promotional video for the organization. We are currently working to determine the specifics of the video and create the script. She reached out to the Executive Board members in an email to gather their input.
5. MDMLG Instagram Account - Michelle Rau launched an Instagram account for MDMLG on Feb. 11, 2021, under the name, *detroitmedicallibrarygroup*. She is also continuing to manage it. As of May 2021, the group has 52 posts, 27 followers, and 25 following. The Instagram logo and a *JOIN NOW!* button were added to the MDMLG website landing page.
6. MDMLG Job Bank – I continued to update the list of job and practicum opportunities with the assistance of Valerie Reid, the webmaster.
7. MDMLG Bylaws Change - New Social Media Manager Role as Part of the Outreach Committee

Here is the wording that the Executive Board voted unanimously to adopt into the MDMLG Bylaws:

“G. The Outreach Officer shall be responsible for promotion of the organization within the community and coordination of all internal communication and all other duties as outlined in the Procedural Document.”

Working along with the Outreach Officer is the Social Media Manager. This person is responsible for the MDMLG social media presence which involves increasing awareness through any social media platforms, managing content creation, interacting with followers, and building a social community that promotes MDMLG.

The general membership will vote on the adoption of this change at the Summer Meeting on June 3, 2021.

Respectfully submitted,

Elizabeth Bucciarelli

Outreach Chair, MDMLG

June 1, 2021