

**Metropolitan Detroit Medical Library Group**

**Outreach Committee Annual Report**

**June 2022**

1. **Outreach Task Force Formed**

A one-year Outreach Task Force was formed with the goal of setting short and long-term goals and strategies to increase membership in MDMLG. The task force was composed of the Outreach Officer, Elizabeth Bucciarelli, the Membership Services Officer, Steven Moore, and the Social Media Manager, Michelle Rau. They met bimonthly to discuss the following ideas:

* Offer library and information science students free membership to MDMLG
* Create a ‘New Members’ package to distribute to new members
* Create a ‘New Members’ link on the MDMLG landing page
* Encourage current members to recruit new members
* Revise the MDMLG brochure
* Revitalize the *MDMLG Mentor Program*

1. ***New Members* Package**
2. The Task Force agreed to move forward with the idea of creating a *New Members* package with MDMLG outreach materials.
3. The Executive Board approved giving free membership to library and information science students.
4. The Membership Services Officer is the first informal contact person for MDMLG, i.e., sending out a short introductory email or phone call.
5. Steven Moore revised the MDMLG brochure and the “About Us” section on brochure.
6. **Social Media Manager (SMM)**
7. Michelle Rau, the Social Media Manager, revised the student and library school faculty flyers. The flyers were distributed to the Wayne State and University of Michigan library school faculty in the health sciences and medical information, government information academic libraries courses.
8. The Instagram account had regular postings of upcoming events, member spotlights, and notable holiday and commemorative calendar days.
9. The @DetroitMedicalLibraryGroup Instagram account that was first created in February 2021, now has 36 followers and 122 posts. The SMM encouraged members to create content or suggest announcements for upcoming events.
10. The SMM requested that the Instagram logo be posted on the MDMLG main webpage.
11. The SMM created posts to promote the new free student membership through social media. Additionally, the SMM reached out to U of M and WSU professors and requested their help in promoting the new free membership and as well as promote the benefits of joining MDMLG.
12. The SMM created the “Meet Our Members” Spotlight Series of posts for the Instagram account that focused on highlighting the professional and personal interests of MDMLG members.
13. **MDMLG Webpage Updates & Suggestions**

The Task Force asked the webmaster to consider the following possibilities:

1. upgrading the MDMLG webpage to a secure site
2. Remove the ‘Follow Us on Twitter’ hashtag
3. Add the colorful Instagram logo and detroitmedicallibrarygroup to the top of the landing page
4. **Student Award**

The Google form application for the MDMLG Student Award was revised and the deadline date for submission was set.

The award was promoted: via the MDMLG & MHSLA listservs; emails to each individual student; The Social Media Manager created a post for the association's Instagram page and tagged the student members so they received it; emails were sent to the two Michigan library school health sciences librarianship teaching faculty requesting that they announce, post or discuss this opportunity with their students. All of these promotional activities were done twice, however, no applications were received.

The Task Force discussed ways to better promote the student award, including:

1. Changing the launch of the award to October so that the new library graduate students have had time to settle into their semesters
2. Consider when the library sciences courses in health sciences librarianship are offered at U-M and Wayne State University
3. Change the application wording from ‘completed’ to ‘considering’ or ‘enrolled in’
4. Distribute the promotional email application to library science courses in STEM, government resources, academic and introductory reference
5. Consider what should be asked of the award recipient, e.g., attend a few meetings, be required to be the MDMLG Student Representative
6. Have members of the Executive Board or other member volunteers talk to library science students as guest speakers within their courses for 5-10 minutes about health sciences or medical librarianship and MDMLG
7. Casual Conversations – Begin offering low-stakes opportunities for student members to talk with health sciences and medical librarians about their jobs; not a structured mentoring program
8. **Updated the Job Bank regularly.**

Submitted by,

Elizabeth Bucciarelli, Outreach Officer