DEAL Meeting Minutes – July 16, 2012
UMCP McKeldin Library

Present: Mark (chair), Lindsay, Bridgette, Kelsey, Amanda Bena, Julie (virtual), Joe (virtual), Amanda Youngbar (virtual), Katy (virtual).

Notes taken by Lindsay.

1. New group name decided upon: DEAL (Developing Emerging and Aspiring Librarians)
   a. This, along with an alternative, will be presented to the MLA Steering Comm. for approval.

2. Blog career services programming - which is also linked to the mentoring programming
   b. Sample program layout
      i. 2x2 -- bi monthly career online content on Tues, Thurs
      ii. week 1: Tues: Resume: Must / Must not
      iii. Thurs: Formatting Tips and Techquest
      iv. week 3: Tues: Suggested Resources & Take Action Challenge to update resume everyone has to submit a resume as part of the application process to UMD I think so that is a starting point) not sure re: other schools
      v. Thurs: From the desk of .... podcast (Katy: I'd like to try to get Barbara Kemp from USNA Nimitz Library to share top three common misses in resumes new librarians. She does this (and has for years) for ALA.
      vi. Can use T is For training contacts- Julie can put us in touch with these.
      vii. Need to work to align mentoring programming with the business programming
      viii. Action: Katy & Lindsay to discuss this further

3. The blog is located here: http://mlasig.wordpress.com/
   a. The layout/design/everything is up for debate, but it’s a start
   b. Logo/Header required

4. Calendar of events
   a. September
      i. Ideas for the kick-off event- introduce students to the experience and what our year will look like
      ii. get students on board and energized
      iii. build in time for feedback on what people want out of the group
      iv. email/introduction to blog/programming
      v. F2F: Open House; loose schedule w/ speakers, food
      vi. 3-6pm
      vii. MCK special events (Kelsey) room OR non-print-media (Lindsay)
      viii. Proposed Date Sept 18
   b. October
      i. Speed mentoring w/ SLA-MD and LMD
      ii. Blog Career programming begins

5. Social Media manangement
   a. FTTT.com – media manager option
      i. Sets recurring events, links multiple social accounts
ii. Great with G-Cal

6. Twitter
   a. Needs to be created (Action: Bridgette)
   b. advertising & helpful information
      i. NOT just advertising but DEAL message

7. LinkedIn
   a. primary discussion board
   b. needs to be created - wait until name confirmation

8. Blog – see above.

9. Facebook
   a. Bridgette will feed “kill FB” page to Joe & Joe will post

10. Create gmail account
    a. outline reasons for using it
       i. ListServ Function
       ii. How do we create it? (google groups)
       iii. Use gmail to construct it
    b. Requested list of ALA Student Members 2010-current
       i. waiting for list to be returned - Lindsay

11. Funding structure – Kelsey
    a. must keep MLA informed of requests, income, etc...
    b. Don’t request from the same folks too often
    c. no known restrictions on who to ask or maximum amount

12. Sept-May objective targets:
    a. 50-75 sponsored memberships
       i. Recognition for those who contribute to sponsor - Kate @ MLA sending thank you notes
       ii. Also recognize contributors @ events
       iii. Send SIG/DEAL thank you’s
       iv. Information on MLA/ALA Joint membership? (Action: Mark)
    b. MLA already has a partnership agreement with these organizations: Reforma DC, CML, MASL, MAILL, SLA-MD, DCLA, LLAM, CMCLLD, CALD, and SLA-DC

13. MLA conference options (or near conference time)
    a. Need topics/ideas
       i. Library School Programs - what’s out there?
       ii. Mentoring session
          i. Discussing what we’re doing
          ii. have mentors present
          iii. Mentees can find mentors
          iv. also a program/structure to the session
          v. need mentors
          vi. Needs CEU event
          vii. Can we partner with LMD or SLA-MD
14. Definite alliance targets – SLA/DC and SLA-MD are already open to collaboration - others?
   a. ACRL/MD
   b. ALA@UMD
   c. LMD
   d. Reforma DC, CML, MASL, MAILL, SLA-MD, DCLA, LLAM, CMCLLD, CALD, and SLA-DC (as per MLA Happenings)

15. To do
   a. blog mock up - build-out blog further to present @ 25th meeting
   b. Outline of business programming
   c. New name information
   d. DEAL Workplan (Mark)
   e. New logo design (Julie, July 25th possible)

16. Next meeting Jul 30- Aug 3
   a. Mark will send Doodle Poll
   b. Tuesday, July 31 preferred