Present: Joe Thompson (virtually), Mark deJong, Julie Strange, Katy Berube, Lindsay Sarin, Kelsey-Corlett-Rivera

(Kelsey note-taker)

1. **Feedback for Katy’s career deck.**
   Those present agreed that Katy’s content and direction is great. Mark had a few questions about how understandable some parts (KISS, free platforms, TRAK’s long term support) will be for future DEAL members, and Katy explained that much of that content will need to be clarified after it has been created and run. She is planning to create a hand-off document next spring to facilitate this process. Lindsay will assist Katy with posting the DIY material on Wordpress, modelling the design on Pratt’s career advice page (but not the content). We will offer this material to Maryland SLRC later in the year. We confirmed that others (with the help of IFTTT) will be working on the marketing for the career blog. The following “places” were identified for advertising:
   • appropriate listservs (UMD iSchool, CUA, Marylib, etc)
   • Distance ed contacts (from Bridgette and Amanda)
   • NMRT and students members of ALA
   • LinkedIn
   • Twitter - tweet at others, like ACRL, ALA, etc.
   • SLA-MD and SLA-DC lists
   • strategic signage in Hornbake and McKeldin

2. **Brief digression into approach when seeking sponsors**
   We are on track, and will continue to solicit on a rolling basis as we have more concrete sponsorship opportunities, such as sponsoring the social hour in December or writing guest posts on the blog. TRAK and LAC are already committed, along with Paratext.

3. **Kick-off event**
   Where: McKeldin Room 7121
   When: September 19 from 4-6 pm (full two hours to be advertised)
   Speakers: Audra Caplan, Lucy Holman, and Lynn Wheeler
   Program: Students will sign up for membership raffle on the way in Mark will welcome everyone and kick off the event, then introduce Lynn Wheeler She will give a motivational talk about 4:30, followed up with Q & A Raffle off some memberships, introduce career blog, talk up TRAK’s service 5:15 Audra will speak, followed by Q & ARaffle some more memberships Promote MLA/ALA membership, MLA conference registrations, and scholarships 5:45 wrap up and then time for eating/networking.
   Food: Costco Pizza, Veggie trays, Hummus, Desserts, Soda, Paper plates/cups/utensils
   Sponsor: Paratext. Kelsey will email to quantify support (hopefully will cover food/refreshments)
4. **Feedback for Mark re: MLA report**
   Everyone agreed that the report Mark put together for MLA is good to go. He clarified our dealings with George Sands, who may use our programming to generate funding for MLA overall.

5. **Speed mentoring advertising**
   We brainstormed some ways to advertise the speed mentoring, since there are currently zero registrations. Ideas:
   ○ send to ALA student list (Lindsay)
   ○ raffle more memberships at the event (or maybe an item like a Kindle as an incentive)
   ○ coordinate car-pooling since Odenton is out of the way
   Mark will check with Annette to see if any money has been spent and what the cancel by date should be just in case we don’t get anyone to sign up.