Communications strategy and Communications Committee report

Board of Directors Meeting
September 11, 2012, Lima, Peru

1. Committee Members

- Iryna Kuchma (Chair)
- Suzie Allard
- Julia Blixrud
- Birte Christensen-Dalsgaard
- John Hagen
- Joan Lippincott
- Max Read
- Peter Schirimbacher
- Hussein Suleman

2. Some Results (in partnership with NDLTD Recruiting task force)

- John Hagen designed NDLTD Brochure (pdf);
- NDLTD on Facebook [http://www.facebook.com/NDLTD](http://www.facebook.com/NDLTD): 344 likes; upcoming conferences, articles and other news, ETD collections highlights from NDLTD members, etc.
- @NDLTD on Twitter [https://twitter.com/NDLTD](https://twitter.com/NDLTD) (new, John Hagen set it up): 45 tweets (feeds from the Facebook page); 50 following; 42 followers;

3. Communication Strategy (based on NDLTD Strategic Planning Committee Meeting Report to the Board and a feedback from Joan Lippincott)

- **A regular updating of the website is the highest priority.** We can make the most difference to members and potential members by developing robust and current sources of information on the website. This is in line with NDLTD goals to provide useful and innovative resources, standards, and technology for development of ETD programs and to encourage institutions of higher education to use NDLTD resources and participate in NDLTD activities. To update/add:
  - Overview of useful and innovative resources, standards, and technology for development of ETD programs;
  - Training materials on creation, use, dissemination and preservation of ETDs;
  - Practical outputs in line with NDLTD mission and brand;
  - Overview of best practices (from the listserv discussions), case studies, tips and tricks from experienced NDLTD members, etc?
- Short videos explaining NDLTD benefits (in partnership with NDLTD Recruiting task force) – could be useful in recruiting members and describing our work;
- Low priority: NDLTD T-Shirts (and NDLTD T-shirt store?) and NDLTD poster (to be displayed at various ETD related conferences) that could be designed on the text from the brochure.