

**POLICIES HANDBOOK:
PUBLIC RELATIONS COMMITTEE**

SCOPE OF RESPONSIBILITIES

The Public Relations Committee serves to promote NDLA and its purposes and to publicize Association activities and initiatives. The Committee also maintains the Association's website.

MEMBERSHIP

The Chair of the Committee is appointed by the President of the Association and serves a term concurrent with that of the President. The Chair may succeed him or herself. The Chair is a non-voting member of the NDLA Executive Board. The Chair is automatically a member of *The Good Stuff* editorial committee and works closely with the editorial committee chair. The Chair also serves as state chair for National Library Week.

REPORTS

The Chair or designated member of the Committee will attend each Executive Board meeting and the annual conference. The Chair will prepare a written report for each board meeting and an annual report for the annual conference.

BUDGET

The Finance Committee will solicit a budget request from the Chair. Provision can be made for travel to Executive Board meetings, copying, postage, and other supplies.

REIMBURSEMENT

The NDLA Treasurer will make payments to NDLA members to reimburse expenses made on behalf of NDLA. Members must submit the "Request for Personal Reimbursement" form when requesting reimbursement. Receipts must accompany personal requests for reimbursement as indicated on the reimbursement form. The form is available on the NDLA web site in pdf format.

The reimbursement for travel to Executive Board meetings is as follows:

- NDLA will cover hotel cost when a board member must travel the night before a meeting or, in the case of post conference meeting, stay the night after.
- NDLA will cover mileage cost at the state employee rate.
- No meals will be reimbursed.

NDLA appreciates when institutions cover any or all of these expenses for their employees. NDLA recommends that board members request travel reimbursement from their institution prior to requesting reimbursement from NDLA.

The Finance Committee recommends that board members planning to request reimbursement of travel expenses for attending NDLA board meetings share travel expenses whenever possible. This includes both transportation (i.e. carpooling) and lodging (when necessary). When requesting reimbursement for shared expenses, indicate all parties incurring cost so that each section or committee's budget can be assessed a share of the cost. By reflecting expenses accurately by budget category, incoming section, roundtable and committee chairs as well as the NDLA Finance Committee will be able to plan future budgets with greater accuracy. Compliance with this policy will be up to each individual board member.

Payments made to individuals and businesses that have provided merchandise or services to NDLA require the submission of a "Request for Third Party (Vendor) Payment" form to the NDLA Treasurer. The form is available on the NDLA web site in both pdf and html file format. 1) Forms submitted using pdf must be signed by the NDLA member responsible for authorizing the expenditure and should be accompanied by a valid invoice or statement. 2) Forms submitted using html must be sent from the e-mail account of the NDLA member authorizing the payment. The html form is used when the vendor is expected to send a valid invoice or statement directly to the Treasurer.

The NDLA Treasurer may question a request for payment at any time and is encouraged to consult with the Finance Committee to obtain approval or rejection before payment of a questionable reimbursement is made.

The Request for Personal Reimbursement form is available at:

<http://ndla.info/Forms/expenseform.pdf>

or

<http://ndlaonline.org/Forms/expenseform.pdf>

CHRONOLOGICAL GUIDELINES

September

- Attend Executive Board meeting at annual conference.

October-November

- Prepare budget request for Finance Committee. Appoint committee members. Develop a list of media contacts. Prepare a media plan for the year, including goals, media contacts, resources, timeline, and outcome criteria. Prepare post conference news stories and submit to appropriate media.

November-September

- Attend Executive Board meetings as scheduled and prepare written reports for each meeting. Prepare press releases as needed to report Association activities. Work with *The Good Stuff* editorial committee to prepare quarterly publication.

February-April

- Coordinate statewide National Library Week activities and publicity.

June

- Submit information about annual conference to *American Libraries* and *MPLA Newsletter*.

August

- Prepare press releases for annual conference and submit to appropriate media, including electronic discussion lists (e.g., NDLIB-L) and NDLA website.
- Prepare written annual report for distribution at conference.

Executive Board approved 9/22/99

Reimbursement statement added by Executive Board 3/22/02

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