<table>
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<th>Annual Report</th>
<th>Goals &amp; Objectives</th>
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<tr>
<td>Division or Committee Name:</td>
<td>Marketing</td>
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<tr>
<td>Submitted by:</td>
<td>Tana Peckham</td>
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<td>Your email:</td>
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**Did you sponsor or present an OLC webinar?**

Yes

**Did you sponsor program(s) at OLC events? (Conferences, Convention and Expo, etc.)**

Yes

**List Professional Development program(s), date(s), and provide brief overview of program(s):**

OLC Conference Programs from Marketing Committee Members:
- 1) Canva — Marketing Made Easy
- 2) The Library as The Candidate: Campaign Messaging
Marketing related program sponsored by the committee: Craftivism

**Did you host an OLC Connects table at the Convention and Expo?**

Yes

**Did you distribute any print or electronic communications (newsletters, articles, publications)?**

Yes

**Briefly describe communications:**

Five Ways to Handle Negative Comments on Social Media - Handout
Top Tips for Social Media - Handout
**Did you create any new partnerships or initiatives?**

No

**Please list Goals and Objectives for next year:**

- **Goals for 2024:**
  - Continue Marketing Minute – set quarterly dates and assign creators at the Jan. 24, 2024 meeting.
  - Submit Crisis Communications/PR session for the Library Management & Leadership Conference (conference is scheduled for October 2024)
  - Present a Canva webinar in 2024.
  - Present a Social Media webinar in 2024.
  - Present a Simplify Language webinar or conference session in 2024.