

RE-ENVISIONING NMRT's Newsletter, *Footnotes*

What is *Footnotes*?

The New Members Round Table publishes a quarterly newsletter of featured articles, conference notes, and book reviews.

Who is NMRT?

The purpose of this round table is to help new librarians become involved with ALA and the library profession.

Survey

We conducted a joint survey with Group H as they were studying the New Members Round Table's peer review journal, *Endnotes*.

Areas of Inquiry

Knowledge of the journal & interests
Gauge readership & author interests
Information about the participants

Methodology

The combined survey contained

20 questions

782 participants



Only **1 in 5** of survey participants had ever read *Footnotes*.

How did you learn about *Footnotes*?

Professional Listserv	56%
Library School	15%
Misc.	29%

23% of those who read *Footnotes* had written for it.

34% had published more than once.

The rest had not written again because *Footnotes* is not widely read.

SURVEY

What writers want

Consistent editor communication
Basic copyediting
Feedback
Increased marketing

What readers want

Featured articles
More visuals
Email subscription

EDITORIAL

“It might be cool to see special issues that are focused on a particular topic.”

Participant Suggestion

Unnecessary Confusion

Participants were unsure why the New Members Round Table published two publications with similar names: *Footnotes* and *Endnotes*.

PUBLICITY



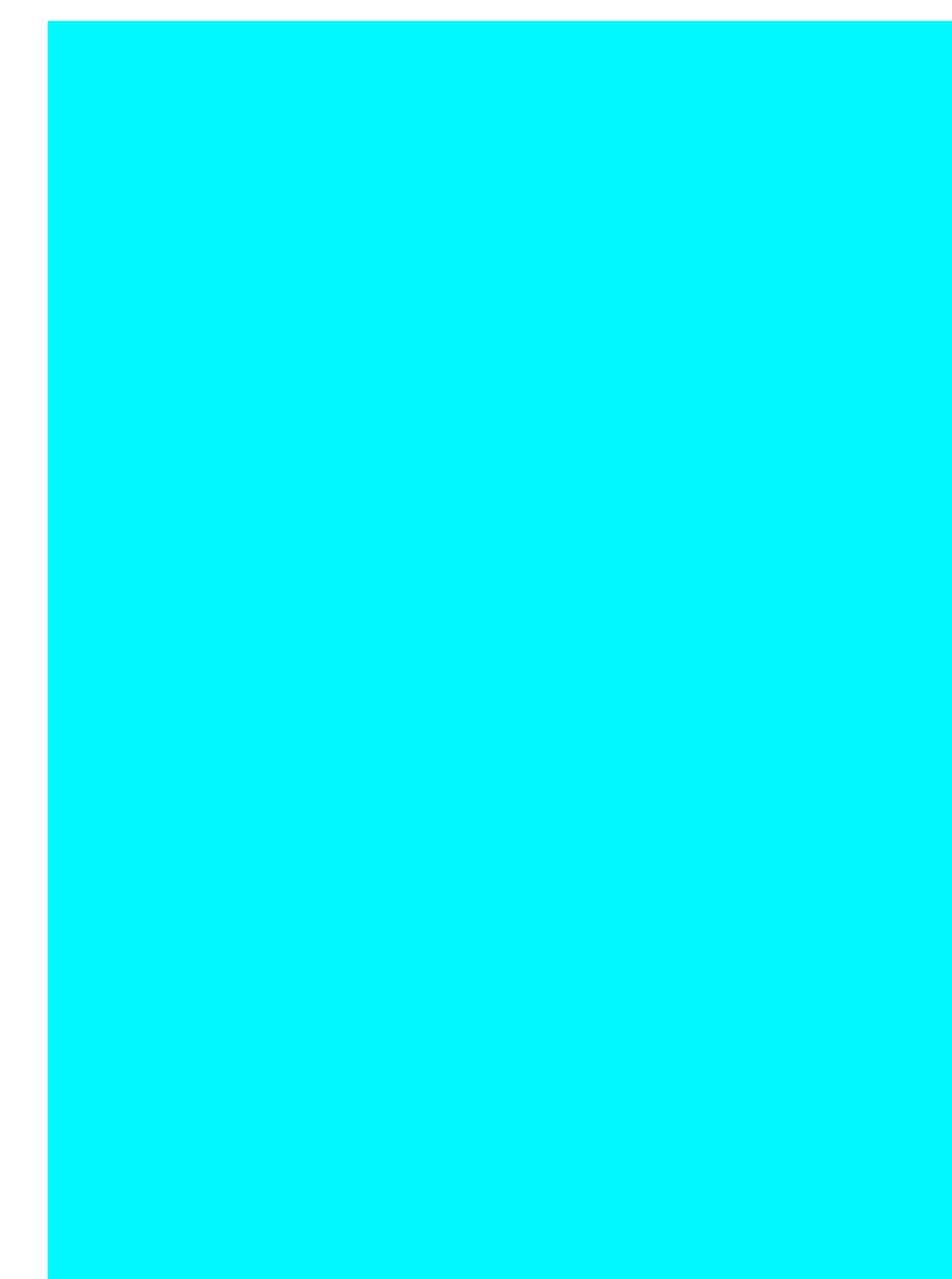
“Think beyond the publication in terms of publicity. Encourage local student chapters to talk up the NMRT activities. Require NMRT leaders and officers to host get-togethers for potential members. Ask schools to forward NMRT announcements to students and alumni.”

Participant Suggestion

Improved marketing

Listservs
Social Media
Professional Events

THE FUTURE



Use the tablet to view new ideas.
E.g. an email template, a social media plan, & website redesign.

Team Members:

John Mack Freeman
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Amanda L. Goodman
Alexandra Janvey
Cynthia Mari Orozco



View the report and presentation at:
<http://bit.ly/thisreportisawesome>