

## ACRL CLS Membership Committee Conference Call on December 13, 2010 Meeting Minutes

Attendees: Lizah Ismail, Samantha Thompson-Franklin, Gloria Creed-Dikeogu, Lisa LaPointe, Susan Montgomery, Sally Gibson, Terrance Edwards, Sally Bryant and Chris Milson-Martula

### Dropped Membership Survey

- Information gathered from the CLS Dropped Membership Survey says that 46% of individuals (or employers) have dropped memberships in ACRL for financial reasons; 26% mentioned other issues that affected their memberships being dropped; Of that 26% who listed other reasons 50% dropped CLS memberships did so due to financial problems;
- Thus 63% did not renew for financial reasons.
- One person said that they did not see any value vs cost in CLS Membership
- Sally G asked as to what can be done assure members that they did get value for their membership in ACRL and CLS
- Samantha suggested that we should stress how CLS membership helps with librarian networking and that we should encourage other librarians in this regard
- Suggested that we gather quotes or sound bites from people talking about value vs membership and provide blurbs that explain how CLS can help librarians in their career pursuits and also new librarians as they start their careers

### Membership Recruiting

- Regarding new member recruitment—Lisa reported that she had sent out letters to the library school listservs. The library school professors always agree to post the message but she has not had direct contact from library school students to determine if the posting encourages them to join CLS
- Lisa said that she did not send any messages to the Canadian or International library school listservs; but only to the listservs of ALA accredited library schools in the US
- Gloria suggested that we might want to find out from Adam if there was a significant change in student membership over the past several years that we have sent recruitment messages to the library school listserv
- Sally G suggested that we should be able to check ACRL reports for that information—and it was found that there was a 29% rise in library student memberships in CLS for Oct 2010—there is however no way to positively relate this change to our membership recruitment efforts over the past three years
- Sally suggested that we send out membership recruitment messages to the librarians listservs as we did last year
- Gloria suggested that everyone send her a list of the listservs they planned to send membership recruitment messages to and that way; these would be collected to be added to the committee report for 2010
- Sally G said she would send out a draft listpost document today that would be sent out to the listservs today and it would also be placed on connect so that any changes or additions that

needed to be made by members, could be done; also everyone could send their quotes along so that these could be included with listpost when they are made

### ACRL Philadelphia

- CLS Sponsored dinner at ACRL Philadelphia will be a reception
- CLS Reception will be sponsored by Taylor & Francis
- Only two members of CLS Membership Committee will be attending ACRL Philadelphia and these members are asked to attend this CLS event
- Lizah suggested that it would be a good idea to do some recruiting at the ACRL CLS Reception in Philadelphia
- Lizah suggested that it would be a good idea to offer door prizes sponsored by CLS at the reception
- Mary Heizemann will be working on this CLS Event and Chris Martula will contact her
- Members unsure as to whether CLS will have specific discussion groups/interest groups organized for ACRL
- Gloria suggested CLS consider Membership for the year drawings for 3-5 people; Mountain Plains Library Association does this yearly as does the Kansas Library Association. This brings in new members for one year with the hope that they will remain members for the following years.
- Suggested that CLS consider this—Chris Martula will put this on the agenda to be discussed at the CLS Executive Meeting at the ALA Midwinter Meeting. —Free membership will have the expectation that the winner will serve on a CLS committee
- Samantha asked if membership letters are sent out from Adam each month—it was explained that we receive them either monthly or every two months; depending on when these reports are available to Adam

### Next Meeting

- Next meeting will be at ALA Annual in New Orleans
- Possibly another conference call could be done before Annual; depending on what needs to be discussed and also because the committee has several virtual members
- Must post the meeting announcement 10 days before Membership Committee Conference Call Meeting is scheduled to meet.