

**ACRL/CLS Membership Committee
Midwinter Meeting 2009
Conference Call
January 9, 2009 3:00 p.m. – 4:00 p.m. EST**

Present: Jennifer Thompson-Feuerherd (Co-Chair), Gloria Creed-Dikeogu (Co-Chair), Terrence Edwards, Sally Gibson, Doug Lehman, Eamon Tewell, Rosemary Burgos-Mira, Millie Gonzalez, Lizah Ismail, Lisa Lapointe

Guest: Janice Wilson

Called to order: 3:03 p.m. EST

Doug Lehman moved to approve the agenda and Gloria Creed-Dikeogu seconded the motion.

Co-Chairs' Activities

Gloria and Jennifer have been working through the monthly membership lists of new and dropped members. Gloria has been contacting the dropped members and asking in a survey format why they did not renew. She has been collecting the responses which have included retirement, job change, and a variety of different reasons. Jennifer has contacted the new members and provided information to them. Of the 150 emails sent only 3 new members contacted Jennifer with questions.

Jennifer and Gloria will be attending the CLS Executive committee meeting and the ACRL Membership Advisory meeting at the Midwinter Meeting in Denver.

Doug sent out information about today's Membership Committee Meeting to COLLIB-L. Non committee members were invited to contact Jennifer for the conference call information in order to participate in the committee meeting.

Jennifer requested that the membership letter which Gloria sent to COLLIB-L in December be submitted to additional listservs. Gloria and Jennifer will revise the letter and send to the committee members for distribution. Doug will submit to ALAO, Rosemary to SERIALIST, Terrance to Texas listservs, Lisa to ILI-L, Lizah to LIBREF, and Sally to ERIL.

Lizah and Lisa have been contacting the library schools. They divided the list alphabetically and sent a recruitment letter to the deans and library school advisors. They have received several responses that the letter will be forwarded to the library school students.

Terrence has been attempting to generate discussion on the retiree listserv but it has not had the response or discussion that was hoped for. The question is where to take the list. Jennifer stated that the listserv was only two years old and could need more time to

develop. Jennifer and Gloria will bring the question of the listserv to the CLS Executive Committee. Sally questioned if the listserv was an effective way to reach the retirees and wondered if a blog or other format would have a larger interest. Terrence stated that he had read retirees were not as likely to read blogs.

Gloria had received a question from a retiree about honorary membership in CLS and ACRL. ALA provides an honorary membership. Jennifer took the question to Irene Herold and received a reply that ACRL/CLS does not provide honorary memberships to retirees, but Jennifer and Gloria thought it would be worth discussing the question with the Executive Committee at Midwinter.

Gloria also had two dropped members state that they did not renew their CLS membership because it had not appeared on their renewal form. The committee wondered if it was more of a human renewal error than something that needed to be addressed by ACRL and ALA membership. Jennifer and Gloria will mention the incident at the ACRL Membership Advisory committee meeting.

Eamon will create the second membership recruitment letter which needs to be sent out by May 15th.

Lisa had a question about the committee volunteer form and when it was due. Jennifer said that it needed to be submitted by February 15th.

Jennifer stated that chairs are working on the Friday Night Feast for the Annual Conference in Chicago. They are also working on a tour of Seattle Pacific University's new library at the ACRL conference in Seattle. The tour will be on Friday of the conference and the chairs are in charge of coordinating the bus transportation. There is also talk of a reception at the ACRL Seattle conference which will be similar to the ones held by the Instruction Section.

Jennifer wondered if anyone had any suggestions for getting members to respond to the survey questions. Lisa suggested persistence and sending out more than one email.

Retirees

Jennifer stated that a retiree had contacted her about a mentoring program and retiree listserv. She had invited him to attend the committee meeting so that the committee could hear from a retiree but he had not responded in time to attend. Terrence said that there were two mentoring programs in place and CLS did not want a duplication of effort. NMRT and the New Library Directors have mentoring programs. Jennifer suggested having something for individuals who have been in the library field and would like to transition to management but were currently not first year library directors. Gloria stated that many large libraries have succession planning and perhaps CLS could approach the HR group in ACRL with the idea.

Unfinished Business

Lisa asked about retention problems. Jennifer mentioned that it was an ongoing challenge for ACRL. The membership often fades in non ACRL conference years. Gloria mentioned that 50% of the dropped member responses were financial reasons. Many members no longer had organizations willing to sponsor their membership in ACRL. The current financial problem and economic situation is not really solvable in terms of what can CLS do. Lizah mentioned that Pennsylvania provides a recruitment discount for new members. Gloria stated that MPLA provides a lottery of free one year memberships. Janice stated that the ability to split the ALA payment in two was a great benefit and perhaps ALA could allow the payment to be split into three. This would allow people to join several divisions more easily.

Lisa mentioned that she has noticed a divide in library school graduates over who continues their membership and who drops. Those who retain their membership attend the conferences and are active in the organization. She suggested more announcements about what the section and committees are doing so that people can see a value in having an ACRL and CLS membership.

Jennifer asked the committee to email Jennifer and Gloria with any suggestions or concerns that they can bring to the CLS Executive committee at the Midwinter Meeting. They are also available to meet with anyone informally at the Denver meeting.

The meeting was adjourned at 3:59 p.m.

Respectfully submitted by Sally Gibson