

Membership Committee Meeting

Minutes

Mid-Winter ALA 2002

New Orleans, Louisiana

Monday, January 21, 2002

Present: Susan Richards, Melinda Dermody, David Harralson, Daphne Harrington, Catherine Lee, Barbara MacAlpine, Nancy Magnuson, Marilyn Mitchell, Clara Ogbaa, Rebecca Wilson and Steven Stoan.

The meeting began at 8:00am. After introductions, and selection of a minute-taker, copies of the CLS brochure were distributed.

ACRL Membership Committee

Daphne gave a report from the ACRL Membership Committee. Based on the ALA membership stats, CLS is doing fine and there was only a decrease of three people in the membership total from last year.

In general, the ACRL Membership Committee saw several membership issues that need further attention including: mentorship for new members and clarifying the goal of mentorship; recruitment strategies including library schools and support staff; and the value of virtual membership and meetings.

Recruitment Letter

There was discussion about the recruitment letter initiative. Susan indicated that about 10% of the letters bounced back due to problematic/incorrect email addresses. A few committee members received replies from individuals. A common theme of why people aren't, or can't, join is the cost of ALA membership.

We will not be able to determine if individuals joined because of our letters, but we will be able to see if there are more new memberships overall. So, we discussed whether or not we should have this sort of initiative again in the future. After considering several options, it was decided that we'd send a shorter blanket statement about joining/membership on COLLIB_L. Rebecca will revise and shorten the letter to send out to the listserv.

New Members

There was discussion about new members. It was suggested that the members of this committee personally contact (through email or by phone) new members to welcome them. It was also suggested that we ask Damon Hickey to inform us of new subscribers to COLLIB_L so that we can contact them about joining CLS.

Brochure

The committee reviewed the text of the brochure, and made recommendations for changes, and edits. Susan will make the changes and send the revised text to the committee for review. The Communications committee will then review the design, layout, paper etc. in addition to any other textual changes. Once final recommendations are made, the chair of the Communications committee will contact print services at Lake Forest College (who originally designed and printed the brochure) to plan for production of the new brochure.

Other Issues

Among future issues to discuss and consider are: involvement/contact with state chapters of ACRL; new member letters/contact; CLS stickers for ALA Annual (Catherine volunteered to create these); a PDF version of the brochure for putting on the web site; informing new members about the Friday Feast; and analyzing the member drop list.

For annual conference 2002 in Atlanta, the membership committee should be available at the CLS program to greet attendees and distribute CLS brochures.

Eliminating Mid-Winter Meetings

The executive committee requested that each of the CLS committees discuss the possibility of eliminating in-person committee meetings at ALA Mid-Winter. There was general, though not unanimous, support of the idea. Several individuals had concerns including: many members would still need to attend the mid-winter conference due to other obligations; CLS would need to consider the issue of keeping "open meetings"; CLS would need to discuss how/if decisions would be made between annual conferences; CLS should still maintain the same amount of meeting time at annual; how to keep momentum and productivity between annual conferences; and that CLS could test this concept with only a few CLS committees.

In order to make the new idea work well, there was one suggestion that there be a 3-5 day "virtual meeting" with a deadline during which time committee members could respond, reply etc. in order to ensure that virtual members were involved and that the meetings would be productive.

Meeting adjourned at 9:20am.

Melinda Dermody, Recorder

Last Update: April 22nd, 2002