CLS Membership Meeting Minutes

CLS All Committees Meeting at ALA Annual New Orleans

Sunday June 26 2011

Present: Sally Bryant, Gloria Creed-Dikeogu and Kim Copenhaver

(Committee Annual Report follows)

- Discussion about how we can get members more involved in CLS
- Consider using application such as Mailchimp—this is a continuous contact mail solution—free portion online—can send messages that are visually appealing to membership—also provides metrics so can see how many people opened emails sent to them—could have a box created for Friday Night Feast event---get a count of how many members saw the ad—this is a good marketing tool
- Tool can be linked to open source letter—can create templates that are useful and mail merge program--can do –what do members find of value polls—also using Mailchimp
- Might want to consider if committee would be interested in using this and see if it might be affordable or if the system requirements for free Mailchimp would work for the committee---if we did use Mailchimp—would have to redesign how we currently handle workflow/loads---but committee could work together on several separate templates---Kim will investigate this option further and report back
- Need to talk at length about how to handle email bounce-backs—talk more with Adam Burling about what he wants to do regarding them
- Might consider creating electronic best practices handbook for this group—complete with letters that can be used for different membership groups and tasks—book can explain how to do different tasks—step by step—can be passed on to next committee---online
- New members especially not aware of differences between CLS and ULS—need to put out PR explaining uniqueness of CLS or have target program that explains that
- CLS table at ACRL101—very full—problem with the planning for this program—too last minute—thus not all the 17 sections in ACRL were able to make this program to provide information to new members—ACRL needs to plan accordingly and let leaders that should attend this meeting know when it is in a more timely manner
- ACRL 101—too much talking—would be better idea to have chat session prior to ALA
- Agreed that ACRL 101 Webinar would work—maybe before ALA—there could have CLS/ULS differences discussion—could do "Chat with the Chair"idea as offered in Membership Section Meeting in online format or chat
- Chats throughout the year could be good—with different committee members available—can use Meebo chat—issue is that it should be realized that there is a hierarchy of needs when it comes to new members—they go from asking very specific questions about conference planning towards membership---but the first questions have to be satisfied first with answers—could have new people go to very specific meetings for those discussions

- Need to consider doing something at ACRL Conference---e.g. CLS social activity—something not planned where you pay ahead but an informal social—don't mean to get rid of Friday Night Feast—but add something more informal to the mix—maybe have it on Saturday night and include no family members---only CLS members—informal sessions where there is no intimidation and where questions can be answered might help CLS retention
- Picked up on the Section Committee idea of the "Buddy System"---thought it was a great idea—but problem is that our committee is far too large to do that---although doing something with mentorship could also help with retention within CLS
- Issue brought up that when emails are sent out by a third person that originally comes from two co-chairs---members have found this confusing—want to know why a third person would be sending these out

ACRL/College Library Section
Membership Committee Report
2011 Annual Conference

As of April 2011 the total membership of the College Library Section is 2,953. There are 2,779 personal memberships, 172 organizational memberships, and 2 corporate memberships. The overall membership increased 7.3% from April 2010.

The Membership committee sent welcome letters to new and returning members of the College Library Section. A one question survey was created using survey monkey and sent to all members who did not renew for 2011.

50% did not renew for financial reasons
22% believed another ACRL section was a better fit
18% believed another ALA division was a better fit
14% no longer work in a college library
8% retired
8% no longer work in a library
6% believed another association was a better fit
2% forgot to renew

This year the Membership committee focused on the value of CLS. During the Annual Conference the committee is gathering quotes and encouraging members to post pictures and statements about CLS, the CLS programs, and why the section is valuable to them on the CLS Facebook page. The Membership committee will be putting together a virtual scrapbook.

The committee also send reminders to listservs about renewing the CLS membership and worked with Mary Heinzman ,Member-at-Large, to send out invitations to the Friday Night Feast at the ALA Annual Conference and the reception at the ACRL Conference.

The committee purpose was reviewed and the committee would like to propose some changes. Activities such as orientation and the brochure are accomplished at the ACRL level. The Membership committee has a more advisory role then creator. The proposed purpose statement is broader and therefore more flexible in terms of meeting the section needs.

Current purpose:

To develop and implement a continuous program to recruit new members to the section; create orientation activities for new section members; evaluate why members leave the section and encourage members to return; monitor statistical changes in section membership; develop, in conjunction with the Communications Committee, a section brochure and other section promotional materials; coordinate section outreach activities to promote college librarianship; serve as a link with ALA/ACRL Membership Committees

Proposed Change

To develop and implement a continuous program to recruit new members to the section; coordinate orientation activities for new section members; evaluate why members leave the section and encourage members to return; monitor statistical changes in section membership; develop section promotional materials, in conjunction with the Communications Committee; serve as a link with ALA/ACRL Membership Committees

Virtual Members
Currently the membership committee has 5 virtual members and 5 members. The virtual members have played an active role and the committee work is even distributed between the 10 members. The majority of the committee work involves contacting new, returning, and dropped members. This is accomplished via email and is done throughout the year. The committee does not differentiate between members and virtual members.

Submitted by
Sally Gibson and Gloria Creed-Dikeogu
Co-Chairs Membership Committee 2010-2011