

**ACRL College Libraries Section  
Membership Committee  
ALA Annual Meeting 2006  
New Orleans  
Saturday, June 24, 2006  
10:30 a.m.-12:00 p.m., Sheraton Napoleon Ballroom B3**

**Members Present:** Samantha Skutnik (2<sup>nd</sup> term – exp.'08), Kendra St. Aubin (outgoing chair -2<sup>nd</sup> term- exp.'06), Kitty McNeill (in-coming chair, 2<sup>nd</sup> term – exp. '07), Jennifer Thompson-Feuerherd (new - 1<sup>st</sup> term – exp. '08)

**Absent:** Julie Chapman (1<sup>st</sup> term – exp. '07), Shawn Fields (new - 1<sup>st</sup> term – exp. '08), Marc Meola (1<sup>st</sup> term, exp. '07), Katherine Pitcher (new - 1<sup>st</sup> term – exp. '08), Deborah Robinson (2<sup>nd</sup> term – exp. '08), Jennifer Long (2<sup>nd</sup> term – exp. '07), Lisa Viezbicke (2<sup>nd</sup> term, exp. '08), Claudia Lascar (outgoing - 1<sup>st</sup> term – exp. '06)

**Welcome & Introductions:** Membership Committee Chair, Kendra St. Aubin, welcomed members to the meeting. Self introductions followed.

**Chair's Report (Kendra):** As of May 2006 CLS membership totaled 2793, a 4.3% increase from May 2005. From May 2005 through May 2006 she sent out 496 welcome letters, 479 letters to dropped members, and 101 welcome back letters to reinstated members. She created the letter for reinstated members and sent it for the first time in June 2005. Eight of the nine who responded with thanks to the welcome letter were willing to volunteer for CLS committees. Jennifer Thompson-Feuerherd suggested that the letter make it clear that it is very simple to volunteer for a CLS committee. The top reasons for dropping membership were job change, oversight or late renewal, retirement, and cost. Thank you notes were sent to the 7 guests at the 2005 Friday Night Feast with information about membership. All of the guests were from university libraries, and one did join CLS. It would be useful to continue to track whether the guests join CLS. The chair of the feast committee also sent letters to the guests. Kitty should check with Alice Bahr prior to sending any thank-you letters to the 2006 guests to avoid duplicate effort. Kendra participated in the three hour Online Community Class on March 8. This would be a good tool for virtual meetings for the committee. Other capabilities are shared documents, forums, chat rooms, and surveys. Kendra distributed a list of CLS membership committee activities by month as a reference for future scheduling.

**ACRL Membership Committee Report (Kendra):** Attended the ACRL Membership Advisory Committee meeting Jan. 21, 2006 in San Antonio. Discussion items included members-only-content on the ACRL website, the annual conference program, section brochure redesign, the ACRL membership survey, and membership recruitment ideas. Suggestions from the ACRL Membership survey included expanded section websites (more type of library and subject activity content, more information about membership), more e-learning, an advocacy campaign, and new virtual communities. Younger

members place more importance on professional development, so there is a need for mentoring programs, career counseling and resources, and more emphasis on technology for delivery of programs and services. The survey also indicated a need for more support of senior/retired members, e.g. use them in roles as mentor or consultant, and help them keep up with technology. The following were some of the responses of CLS members: the most useful benefits were networking, newsletters, electronic discussion and pre- and annual conference programs and the one area of membership most important was professional development first, journals, second. Age distribution of CLS members who responded to the survey: Under 25, 1%; 26-35, 9%; 35-45, 16%; 45-65, 68%; 66+, 5%. 60% plan to retire within 14 years. Kendra will provide another update after the ACRL Membership Advisory Committee meeting to be held on Sun. June 25, 2006.

**Review of CLS Letters:** Samantha distributed copies of the letter that she sent in January to library school deans to recruit library school students as CLS members. After discussion, Samantha volunteered to send the letter in late September to library school listservs where it might have a better chance of reaching the students in a timely manner.

Prior to the conference Marc sent the committee a copy of the letter that he sent to the ACRL-Chapters listserv reminding chapter representatives of the CLS section web site and the availability of the brochure. Kendra sent out 130 CLS brochures to 3 ACRL chapters in response to this message. She also distributed copies of the brochure at the ACRL/NEC annual conference. Kitty will ask Marc if he is willing to continue to send this message by Sept. 1 and Mar. 1.

**CLS Brochure Revision (Kitty and Kendra):** Kendra distributed copies of the revised brochure and thanked Julie and Kitty for their work on the project. CLS received \$750 in funding for the revised brochure. Julie Chapman did the primary work of revising the text using the new template provided by ACRL, with assistance from Kitty. The new brochures were available in New Orleans at the ACRL booth, the Friday Night Feast, CLS programs, and the NMRT student reception.

**Recruitment Message on COLLIB-L (Kitty):** After making some revisions to update CLS activities Kitty sent out a recruitment message in Dec. and May. Jennifer Thompson-Feurherd volunteered to take on this activity for the new year.

**Recruitment of Younger Librarians:** Claudia had prepared the draft of a letter to be sent to NEXGENLIB-L and the NMRT list. The committee will consider how to proceed with this activity during the coming year.

**Potential Recruitment Activities/New Initiatives:** As a representative of the Membership Committee, Kitty escorted six of the guests to the 2006 Friday Night Feast and brought CLS brochures for distribution. The membership committee should continue to explore ways to cooperate with the Member-at-large on the Friday Night Feast.

The survey of dropped members that was proposed last year was never instituted. Kendra continued to compile reasons for dropped membership from e-mail responses to her letter

to dropped members. It was agreed that a more formal survey method could be more useful. Samantha agreed to ask Lisa Viezbicke to help her work on a preliminary version of a survey, based on one used by the IS Section of CLS. Possible software would be Survey Monkey, Zoomerang or the new online community software available through ALA.

Based on the results of the ACRL membership survey the two areas for focus of future membership committee activities should be recruitment and retention of the youngest and oldest members. There should also be a representative of the CLS Membership Committee at the ACRL conference in Baltimore next March.

Kitty will encourage all Membership Committee members to become involved in at least one of the projects outlined for the coming year.

**Next Meeting:** The committee tentatively plans a telephone conference in December unless the ALA online community has been developed to the point it can be used for a meeting.

The meeting was adjourned at 11:20 am.

Respectfully submitted,  
Kendra St. Aubin  
CLS Membership Committee Chair