

**ACRL College Libraries Section
Membership Committee
Minutes, June 23, 2003
8:00 a.m.-9:00 a.m.
Toronto, Ontario**

Present: Susan Richards, Lynda Duke, Daphne Harrington, Kendra St. Aubin.

The meeting was called to order by Chair, Susan Richards, at 8:05 a.m. She circulated the roster of members for 2003-2004.

Friday Night Feast

Susan Richards reported on the Friday Night Feast. Forty-three of the sixty-three people who signed up came to the feast. Ten of these places were reserved for new members, nine signed up, but only two attended. The attendance rate was low because a number of people cancelled their travel to Toronto. To avoid future problems with no-shows, it was suggested that the announcement of the feast emphasize the importance of attending for those who signed up and include a specific follow-up deadline for cancellation. Melinda Dermody will be the coordinator for next year's feast. There was discussion of methods to increase the contact with new members such as giving them a small gift, or expanding the mentoring activity by identifying them earlier and contacting them prior to the conference, offering to accompany them to CLS programs, or having a conversation during the feast. It was suggested that we ask the new members on the committee for input on what new members would find most useful. Methods of mentoring new members or potential new members might be a good topic for the committee's mid-winter meeting.

ACRL Membership Committee Report

Susan Richards distributed a report from Mary Jane Petrowski, ACRL Associate Director, including the ACRL Membership Report for December 2002-February 2003, ACRL Membership Activities: January-April 2003, and ACRL Membership Statistics, February 2003. Total membership in ACRL in February 2003 was 12,254, an increase of 5.05%, for a gain of 590 members since February 2002.

Daphne Harrington, liaison to the ACRL Membership Committee, gave an update on its activities. More than two hundred people participated in the successful orientation session for first-time attendees at the ACRL National Conference in Charlotte. Susan Richards spoke about the College Libraries Section and distributed brochures at the orientation. There was discussion of possible improvements to this valuable program. More section representatives should attend the orientation to distribute their brochures. It was also noted that the brochures have no common theme for the organization and need a visual connection. Other methods for promoting academic librarianship include a video to be distributed to library schools, identification of web sites for posting career recruitment brochures, and seeking a vendor sponsor to fund a campaign for libraries to provide strategies for marketing for second careers. When our section brochure is revised we should be careful of the wording to reflect the inclusive language of the COPE (Conference of Professional Organizations) report which is directed at all library workers, not just professional librarians. The section chairs are now receiving information on dropped, reinstated and new members in a timely fashion.

CLS Membership Committee Recruitment Activities

Susan Richards distributed a summary report of CLS Membership Committee activities. In her discussion of the report, she praised the committee for the success of its recruitment efforts. The College Libraries Section, with 2,409 members as of February 2003, is the third largest section within ACRL and achieved the largest growth rate between August 2002 and February 2003, an increase of 6.17%.

1. Letters to New Members and Dropped Members

Susan is now receiving member labels every month rather than every three to four months. From July through April (excluding December, for which she didn't have the statistics), 336 letters were sent to new members from the CLS membership Committee Chair and 247 letters were sent to dropped members by the Chair of the College Libraries Section. The text for both letters is the responsibility of the membership committee. No letters were sent to members on the reinstated list. Susan revised the letter to dropped members to include the sentence "We would be happy to hear why you are no longer members." She received five replies via e-mail. Reasons included loss of job or change of focus. None of the responders indicated that they were unhappy with the section. Susan feels that it would be more effective to have the Chair of the College Libraries Section send the letter to new members and the CLS Membership Chair send the letters to the dropped members. Susan will turn over both letters to the new chair, Helena Rodrigues, for the committee to review.

2. Letters to Library School Students

Shirley Lankford sent recruitment letters to library school students via the deans of the accredited library schools. The committee doesn't know if this method was successful in reaching the students. Other methods of distributing the letter were suggested, such as sending it directly to the ALA Student Chapters and to library school electronic lists. Lynda Duke suggested that it be sent out electronically to the lists in August, January, and June. Daphne Harrington volunteered to investigate how the letter was distributed at Simmons, revise the letter and send it to the committee for review.

3. Recruitment on COLLIB-L

Rebecca Wilson sent the letter to the 1000 members of the COLLIB-L list prior to December 15 and again in the spring. Kendra St. Aubin volunteered to review the letter, transmit suggested changes to Helena Rodrigues, and post the approved letter on COLLIB-L in December 2003 and spring 2004.

4. Letters to State ACRL Chapters

Helena Rodrigues sent letters to the state ACRL chapters by September 1 and March 1. Eight states (Ohio, Indiana, Iowa, New York, Nebraska, Kentucky, Georgia, and North Carolina) requested brochures in September and seven states (Florida, Washington, Utah, Maryland, Wisconsin, Arkansas, and Michigan) requested brochures in March. The brochures were sent out by Susan, the committee chair. Lynda Duke volunteered to send out the letters by September 1, 2003 and March 1, 2004. Susan will send the brochures to Helena to distribute.

5. Additional Recruitment Initiatives

One potential target for new recruitment is staff in undergraduate libraries at larger

universities. It was suggested that Melinda Dermody investigate this with assistance from new committee member Kitty McNeill, who is employed in the undergraduate library of a larger institution.

Another possible new initiative is niche recruiting of staff in specialized library positions such as serials. Before proceeding, the committee would like to have a better idea of the breakdown by job responsibilities of the current members of the College Libraries Section. It was suggested that Jennifer Long be assigned to contact Mary Jane Petrowski at ACRL to see if she can supply this information. If not, the Chair could obtain a list of members' e-mail addresses and the committee could conduct its own survey of the membership. If there are underrepresented areas, the committee can then look for ways to start appealing to them, including analysis of the types of programs offered by the section.

The committee suggested that the names of new section members be forwarded to Damon Hickey to be subscribed to COLLIB-L as a benefit of their membership. The welcome letter would need to be revised to include this information. Susan will revise the welcome letter and send the draft to the committee. Many current members of the section don't belong to COLLIB-L. The committee might also consider sending a general letter to the membership encouraging them to subscribe.

Lynda Duke suggested that the committee could propose an appropriate social/orientation program for the ACRL National Conference in Minneapolis in April 2005. It was agreed that this would be a good agenda item for the mid-winter meeting of the committee.

Final Comments of the Chair

Susan Richards thanked the members of the committee for their many accomplishments during her term as chair of the committee. She will continue to enjoy working with the committee in her new role as Chair of the College Libraries Section.

The meeting was adjourned at 9:10 a.m.

Minutes submitted by Kendra St. Aubin

Last Update: July 24th, 2003