

**ACRL College Libraries Section
Membership Committee
Minutes, Monday June 17, 2002
8:00am-9:00am
Atlanta, GA**

Present: Mark Cain, Melinda Dermody, Dave Harralson, Daphne Harrington, Albie Johnson, Shirley Lankford, Catherine Lee, Barbara MacAlpine, Nancy Magnuson, Clara Ogbaa, Helena Rodrigues, Becky Wilson.

In the absence of Susan Richards, Becky Wilson chaired the meeting. The current roster was distributed.

ACRL Membership Committee Report

Daphne Harrington gave a report from the ACRL Membership Committee meeting which included membership numbers. They were very pleased with the 1% slim "melt," or decrease, in membership. This is a very good number considering the fact that ACRL membership usually jumps during a conference year, then goes down. The fact that it went down by only 1% is very positive. There was also a good retention in membership with a 91% personal and 96% organizational retention rate.

ACRL indicated that they would be providing quarterly membership reports in a choice of formats to the section chairs. Although there was little activity with the mentorship program, they hope to do more with the Spectrum Scholars. There was also a reminder and explanation of the opportunity to serve as an intern on ACRL committees. Other ideas that ACRL membership is working on include target marketing for people in specific areas of the library (ex: technical services, public services etc), recruitment in library schools, recruitment in local chapters, and gathering quotes from new members. Finally, it was reported that ACRL would be discussing virtual meeting attendance and related FYI Documents at the Board II meeting.

CLS Communications Committee Report

Melinda Dermody gave a report from the CLS Communications Committee. The CLS web site is now being hosted on ACRL's server. Among other things, this means that the address will stay constant even if there is a change in web editor. After serving as web editor of CLS for over five years, John West asked that another web editor be found to cover his responsibilities. Ruth Connell, from the Communications Committee, replaced John in the spring. Subsequently, Ruth redesigned the site, which received virtual approval from the CLS Executive Committee. Shortly before annual conference, the new web pages were loaded to the ACRL site. Any suggestions to the site should be forwarded to Catherine Lee. COLLIB-L is doing well.. In fact, Damon reports that the list was positively mentioned several times in the Chronicle of Higher Education. And, the most recent issue of the CLS newsletter, edited by Catherine Lee, came out with a very nice new design and format. Catherine encourages us all to forward ideas, information and kudos to her for future issues.

Working jointly, the Communications and Membership committees updated the CLS brochure. The new edits and changes, which included the ACRL swoosh and contact information, were made, approved by ACRL and then sent to the printers. The new brochures are available during

Annual conference in Atlanta at the ACRL booth and were also distributed at the CLS program. The remaining brochures will be sent to Susan Richards.

Melinda Dermody finishes her term as chair of the committee and will be followed by Catherine Lee.

Recruiting Letter

After discussing the different recruitment letter options it was decided that the general, blanket recruitment letter sent to COLLIB_L is the best option at this point. The committee had very positive comments about the letter that was sent in the spring. It was felt that sending individualized letters was not worth the effort based on apparent low response to these letters.

New Member Labels

Mary Jane Petrowski at ACRL will be organizing the ACRL membership labels that sections should be receiving on a quarterly basis.

Membership Recruitment

1) After discussing the various options (including emails, phone calls and letters) for contacting members who dropped CLS, it was suggested that we draft a letter, to be sent by Mark Cain, letting the individual know that they will be contacted by someone from the Membership committee regarding their reasons for dropping their CLS section membership.

2) The idea of a renewal thank you letter was discussed and it was decided that it would be a lot of work and may not encourage continued membership. So, this idea will not be pursued at this point.

3) There was then discussion about ACRL members who don't select their free section(s) included as part of their membership. Ideas included contacting them about the fact that they have two free section selections and sending them a CLS brochure. It was decided that once we receive the membership reports from ACRL, we would discuss this issue further.

4) Utilizing state chapters of ACRL for recruitment was then discussed. The idea was raised of contacting chapter chairs (or possibly vice-chairs, as the current list of chairs will likely be updated soon) in order to provide them with CLS brochures for their use, especially at their conferences. Helena Rodrigues offered to draft a letter to send the chapter contacts, which she will then share with the rest of the Communications Committee. Helena will then send this letter to the chapter contacts, and she will also coordinate the mailing of the requested number of brochures to each state group contact.

5) Additionally, it was suggested that we send CLS brochures to library schools as well. Shirley Lankford volunteered to draft a letter for the library schools. After the Membership committee reviews this letter, Shirley will send it, along with CLS brochures, to the library schools.

6) The possibility of sending CLS membership information to the state library associations was discussed. The fact that many state library associations focus on public rather than academic libraries was also discussed. There was no final consensus on how to address possible contact with state library associations.

7) There was a suggestion to target college libraries for recruitment. One possible idea was to use CLS funds to buy a mailing list of liberal arts college and then to contact their library directors to encourage them, their staff and their institution to join CLS. Becky will talk to Susan about exploring this idea.

8) Another suggested idea was to target librarians at undergraduate libraries of larger universities. Often, these undergraduate libraries have more in common with college libraries than with university libraries, so this was another suggestion to explore further.

Virtual Meeting Attendance

It was clarified that this committee will not be meeting at the next mid-winter conference. We will continue to do our work virtually, and will schedule a specific day/time to meet (either synchronously or asynchronously) to ensure that the meeting will be "open" to all interested individuals. After the ACRL board has its second meeting, we may have more information about virtual meeting attendance requirements.

Chair

Susan Richards, who has been elected Vice-Chair/Chair Elect of CLS will continue serving as Membership chair through 2003. We will need to discuss her replacement.

Friday Nite Feast

The success of the Friday Nite Feast was acknowledged. The list of attendees will be provided to our committee by Nancy Magnuson.

The meeting adjourned at 9:15.

Minutes submitted by Melinda Dermody

Last Update: July 22nd, 2002