

June 18, 2001

CLS MEMBERSHIP COMMITTEE MEETING MINUTES

Present: David Harralson, Daphne Harrington, Catherine Lee, Nancy Magnuson, Marilyn Mitchell, Susan Richards, Stephen Stoan, Rebecca Wilson

Susan Richards distributed an agenda, a copy of the 2000 ACRL Membership Survey, and a committee list for review and updating.

Summary of Recent Committee Activities

- Development of the CLS brochure; it needs to be reviewed and updated
- Friday Night Feasts; it is now three years old
- Support for Program Committee

ACRL Membership Survey

After reviewing the survey, it was decided that it offers little help in recruitment but much in programming.

Collib-L List and CLS Membership List

At the previous meeting, it was decided to compare the Collib-L list with the CLS membership list to try to identify potential candidates for CLS recruitment. Of the more than 1000 members of Collib-L more than 600 do not belong to CLS.

Damon Hickey suggested that we post something to the COLLIB-L list encouraging membership in CLS. We did not assign someone to do this at the meeting.

It was decided that Rebecca Wilson will draft a letter to be sent via e-mail to Collib-L members who are not members of CLS. The letter should lay out the benefits of membership in CLS, noting particularly the opportunities for professional involvement. Members of the Membership Committee will divide up the list and send the messages personally. It was also decided that the letter should seek feedback as to why the individual has not joined CLS.

We will aim to begin sending letters out around October 1, 2001, in order to integrate into the annual sign-up and renewal cycle.

Letter to New Members

It was decided that it would be valuable to send a letter of welcome to each new member as well as a letter of enquiry to dropped members asking why they have left. David Harralson volunteered to send out these letters if we draft them. The letter would be sent via surface mail from the CLS Section chair and be facilitated by the Membership Committee.

CLS Brochures

After revising the brochure we will distribute it at appropriate ALA sessions, at pertinent discussion groups, to state ACRL Chapters, and possibly in mailings to Collib-L members. Daphne Harrington will locate and provide to the committee the ACRL state and regional contacts list.

To Do for Mid-Winter

We should all look at the brochure and suggest ideas for changes. We will discuss these at Mid-Winter and get the brochure reprinted in the spring.

We should take a look at the CLS Website to see if modifications could help in recruitment.

Last Update: April 22nd, 2002