

Membership Committee

Midwinter Call Meeting Notes
March 4, 2016

Attendees: Katie Gibson, Jodi Borgerding, Steven Bell
Excused: Elizabeth Psyck, Erin Ellis
Guests: Mary Jane Petrowski

Call to Order: 2:05pm EDT
Adjourned: 3:03pm EDT

1. Welcome from Committee Chair, Kathy Ray
Roll call. Thanks to Katie Gibson for arranging this virtual meeting for the committee.
2. Report from Mary Jane Petrowski on the 2015 ACRL Membership survey and interviews
 - a. Every 3 years, ACRL does a survey of the complete membership
 - i. Consultants hired to do this work are always amazed by our high response rate
 - ii. This survey was the first time for psycho-social questions
 - b. Results:
 - i. 5 categories of members:
 1. Enthusiasts-22%: renew their membership and utilize the benefits of the membership network; value professional development
 2. Network Builders-21%: aspire to leadership positions. Intrinsically motivated to engage. Lots of library administrators. Most satisfied group. Pay their own dues.
 3. Online Education Seekers-21%: want to keep learning.
 4. Compliant professionals-36%: cultural obligation to be a member; external pressure or they are required to join. Do not find valuable.
 5. Passives-9%: apathetic or neutral view of membership. Do believe membership is a professional obligation. Least likely to be in leadership roles.
 - ii. Two new surveys from PARR Program with McKinley
 1. McKinley Marketing helping with the surveys and are creating a dashboard so we can benchmark with other associations
 2. Will conduct quarterly surveys as a pilot for 1st year.
 - a. Lapsed and new members – twice a year
 - b. Current members re professional issues – twice a year
 - iii. Net Provider Score
 1. Give ranking of 9-10 on satisfaction surveys = Promoter
 2. Rankings of 1-4 = Detractor
 3. [Steven noted that rankings of 7-8 are still supporters]
 - iv. Membership Overviews
 1. New Members - Age:
35-54 = 43%
25-34 = 22%
 2. ACRL brand image is positive. “Respected”.

3. New Members brought in primarily through word of mouth from colleagues and coworkers. Reasons for joining:
 - a. Stay up to date professionally
 - b. Attend conferences
 - c. Network
- c. 3rd Initiative: Membership Engagement Study (McKinley)
 - i. Analyze for correlations between behaviors and actions
 - ii. From 2011:
 1. Voter data is the key to the most engaged members
 2. People who volunteered and committee appointees
 - iii. Mary Jane said that other associations who did this study found it “paradigm-shifting”
 1. Learned a lot more about their members and their desires or motivations
 2. Examples: impact of conference scholarships? Do awardees continue on? What are their next steps?
 - iv. Will be able to redesign our membership website to meet needs/wants.
 - v. New ACRL members – each month around 120 sign up.
 1. No prime month for sign ups
 2. Membership and Leadership Council
3. Report on the Feb 4 Membership Online Forum – Katie Gibson
 - a. Went well especially on such short notice.
 - i. Great presenters, good content
 - ii. Will do again next year but start planning in November or December.
 - iii. Offer in January before February 15 volunteer deadline.
 - iv. Clarifications for next year’s forum:
 1. Differences between Division and section level committees and appointments was not clear enough.
 2. Org structure of ACRL slide should be included
 3. More data on how many committee slots open and are filled each year
4. PAL (Personal ACRL Liaison) update – Steven Bell
 - a. The committee voted to continue so we added 25 new members as PALs
 - b. Will email link to the database to record our interactions with assigned PALs
5. 2017 ALA Conference Preview – present in June 2016 (2 weeks before conf)
6. Other Agenda Items? Announcements? Questions? ALA Buddy Program-planning?
 - a. None

Adjourned 3:03 pm EDT