

**Member Engagement:**  
**A preliminary “to do” list**

From a discussion by the ALA Executive Board  
April 23, 2010

**Communicating to Members**

Let members know it's easy to get involved: Don't be shy, go to meetings, express your interest, be willing to work - opportunities will flow.

Encourage and support younger members working with other younger members.

Make sure that everyone understands what the policy really is (not what it used to be) on face to face and virtual meetings.

Emphasize the role of the individual and the rewards to the individual - and to libraries - of being engaged.

**Communicating to ALA member leaders**

Let leaders know they need to provide opportunities for new people to get involved.

Every member leader needs to be actively involved in engaging new people and creating a truly welcoming environment.

Provide practical tips on how to involve new people (e.g.: treat everyone in the room as part of the group).

Encourage member leaders to make sure every new person has several good contacts.

**Communicating to Committee Members**

Communicate expectations for Chairs, members and interns: Work is year round, not just twice a year at meetings.

**Acknowledge and engage more volunteers**

Need to acknowledge those who volunteer; get back to them and provide other opportunities and suggestions for them to get involved.

## **Reduce Barriers**

Face to face meetings twice a year can be a barrier to participation in today's economy.

Other barriers include scheduling conflicts, limitations on staff support, and following rules instead of getting things done.

### **“Re-engineer” the Midwinter Meeting**

Create a broader vision of Midwinter, beyond committee meetings, to encourage regional and broader involvement beyond committee members.

Make sure that policy reflects new vision.

Provide more CE, collaborate with Chapters, keep growing midwinter as a way for people to get involved.

### **“Re-engineer” the Annual Conference**

Provide more grassroots programming opportunities.

Encourage experimental programs, virtual poster sessions, etc.

Provide opportunities for attendees to “level up” at conference: tickets for drawings, rewards if you talk to someone new.

### **Create a “Virtual University”**

Bring online continuing education provided by offices, divisions, conference and publishing together in one shared space.

Make online CE opportunities more visible.

More courses, Continuing Education Units (CEUs), the ability to “track” and create a permanent record of online and F2F learning.

### **“Myth Busting”**

Encourage freedom, encourage experimentation, encourage people to “try things out”.

### **Use the Emerging Leaders**

Use the emerging leaders to bust myths, communicate to younger members, encourage a welcoming environment.