



## NJLA Member Services Committee Meeting

September 9, 2009

Edison Public Library – Main Branch

### Meeting Notes

**Present:** Susan Briant, Judy Mansbach (Vice-Chair), Samantha Marker, Michael Maziekien, Dana Nicklas, Carol Phillips, Andrea Simzak, Linda Tripp, Pat Tumulty, Anne Wodnick (Chair)

**Welcome and Introductions:** Anne Wodnick welcomed committee members and thanked them for serving on the NJLA Member Services Committee. Introductions were made by all.

#### Overview of Member Services:

- Packets of information were distributed to each committee member with a copy of the Member Services Committee roster; the NJLA Strategic Plan; the portion of the NJLA Code for Committees that pertains to Member Services; the NJLA Organizational Chart; a spreadsheet showing year-end membership statistics for 2007, 2008, and 2009; and the Member Services Committee calendar of activities. There was a short review and discussion of each document.
- Pat Tumulty will post the 2009-2010 committee roster on the NJLA Wiki.
- The committee will focus efforts on increasing the number of members from academic libraries. Pat Tumulty will invite Trevor Dawes, chair of the College and University section, to attend a Member Services meeting and provide suggestions for reaching out to the academic community.

#### Review of ongoing Member Services Activities:

- Contact new members: Betty Steckman (NJLA office) will send email contact information for new members to Member Services. A “Welcome” email will be sent from the committee to each new NJLA member. Linda Tripp volunteered to be responsible for this task.
- Contact new library directors: Carol Phillips will work with NJLA office staff to contact new library directors who are new to New Jersey and are not personal members of NJLA.
- Follow-up with program attendees: Judy Mansbach will work with Anne Wodnick to follow-up with non-member program and conference attendees. There will be a special effort made to reach out to non-renewing members who attended the annual conference.
- Honor 25-year members: Judy Mansbach will be responsible for this annual project.
- NJLA Newsletter submissions: Anne Wodnick will submit an article for each edition of the newsletter. The deadline for the winter issue is Oct. 23.

#### New Member Services Initiatives

- Member Survey: Input from the membership will be sought regarding the possibility of offering certain value-added benefits; to determine if there is interest in developing a “members only” section of the website, including a member directory and possibly a speaker’s bureau; to solicit member testimonials regarding the value of NJLA membership; to determine if there is interest in online training offerings and to solicit ideas for NJLA sponsored programs. Dana Nicklas and Andrea Simzak will work together to develop survey questions. A draft of the survey will be reviewed at the next

Member Services meeting, with plans to distribute the survey in November. Survey Monkey will be used. The survey will be sent to NJLA members. The link will also be made available on the NJLA website, on the listserv and in the President's newsletter.

- Spring Membership Drive: The committee discussed holding a membership drive in 2010 to tie-in with the "Join Now" campaign that has been done in previous years. Current members who refer a new member would be eligible for a prize drawing. Registration for the ALA Conference in Washington, DC was suggested as a possible prize incentive. Michael Maziekien will head-up this project.
- Posters/Testimonials: The committee discussed ways to "personalize" the value of NJLA membership. Anne and Judy suggested designing posters similar to the ALA "Read" posters to be distributed to libraries in the state, perhaps as part of the membership drive. Testimonials obtained through the survey could be used on the posters, on the NJLA website, and in other NJLA publications. Susan Briant agreed that it is important to present NJLA on a personal level. She will be highlighting a NJLA member in each monthly President's Newsletter. Four members of the committee are emerging leaders. Susan asked that they send her a picture and a short bio as she would like to include emerging leaders in her newsletter.

### **NJLA Annual Conference - April 26-28, 2010**

- Program Ideas: There were several suggestions for possible conference programs.
  - Andrea Simzak suggested that there be a "hands-on" computer demo space made available for those who are interested in having one-on-one instruction in new technologies. It was decided that this would be valuable for conference attendees. It would be feasible by using laptops since the conference center/hotel has wireless available. Anne will contact the IT section to determine if they would be willing to sponsor or co-sponsor this activity.
  - "Geek the Library" is an OCLC marketing/advocacy project that would tie in to Susan's theme of Everyday Advocacy. Samantha Marker will contact OCLC to see if they would be interested in presenting a program about the project.
  - Anne Wodnick will contact Kevin Carroll, an author, speaker, and agent for social change who was the keynote speaker for the "Turning the Page" session at the 2009 PLA Spring Symposium.
  - Judy Mansbach suggested that there be a report at conference from the "Text a Librarian" grant project. This idea will be given to the conference committee.
- The deadline for submitting conference program proposals is Mon. Nov. 16, 2009
- Dana Nicklas will check to see if she is available to attend the conference planning meeting at Monroe Public library on Sept. 17, 2009
- Member Services will continue to host the Conference Hospitality Table and the Dine-Around and will honor 25-year members as needed. It was agreed that the Lunch Buddies program will be reviewed.

### **Member Services Calendar Review**

- Handwritten notes will be added to second renewal notices at the October 14 committee meeting. Pat Tumulty will provide all the needed supplies.
- Schedule of meetings: The committee will meet face-to-face in November. Carol Phillips and Samantha Marker will check on availability of meeting space at their libraries. There will be no committee meeting in December. An online meeting will be planned for January and/or February 2010, with a face-to-face meeting in March 2010

(location to be determined). If necessary, the committee will meet in April prior to the Conference, with a final meeting at the end of May or early June.

- Review of the dues structure will take place in early 2010 as required by the NJLA Strategic Plan.

### **Member Services Outreach Activities**

- After discussion, the committee agreed to tie most outreach activities to NJLA sponsored programs instead of Regional Library Cooperative business meetings and/or other library events.
  - Sue Rice (NJLA office) will include a link to membership registration in all NJLA program registration fliers.
  - Committee members attending programs agreed to contact the chair of the sponsoring committee or section and ask that, as part of the program introduction, NJLA membership be encouraged. Information about program sponsors is available on NJLA calendar listings.
  - Committee members attending programs will have copies of membership information available at the program and will offer to speak personally to anyone who may have questions about NJLA membership.
  - Committee members plan to attend the following programs:
    - Sept. 29, Strong Public and Private Funding – Judy Mansbach
    - Oct. 3, Readers, Riter's & Reading Groups – Susan Briant
    - Oct. 15, Youth Services Forum – Samantha Marker
    - Oct. 17, Friends Celebration – Carol Phillips
    - Oct. 28, Adult Services Forum – Michael Maziekien
    - Nov. 5, Performers Showcase – Linda Tripp
    - Nov. 6, Building Fair – Anne Wodnick
    - Nov. 13 & 14, NJASL conference – Susan Briant
    - Jan. 8, 2010, VALE Conference – Michael Maziekien
  - Susan Briant will let the committee know if there will be an opportunity to meet with LIS students at Rutgers and Rowan.
  - Michael Maziekien suggested that NJLA committees and sections take advantage of the opportunity provided by their meetings and programs to offer information about NJLA to library staff at meeting locations. With the library director's permission, it would be possible to offer "free food" (leftover meeting/program refreshments) as an incentive for library staff to learn more about NJLA. A committee member would need to be available for a short time following the program to answer questions.

### **Upcoming Member Services Committee Meetings**

- Wednesday, October 14  
Edison Public Library <http://www.lmxac.org/edisonlib/>  
9:30 AM Coffee, 10:00 AM Meeting
- Thursday, November 12  
East Brunswick Library [http://www.ebpl.org/main/hours\\_directions.cfm](http://www.ebpl.org/main/hours_directions.cfm)  
9:30 AM Coffee, 10:00 AM Meeting

Meeting Notes submitted by: Anne Wodnick