

NJLA Member Services Committee
November 12, 2009
Meeting Minutes
East Brunswick Public Library

Attendees: Anne (Chair), Pat, Linda, Andrea, Lindsey, Judy, Samantha, Dana (recorder), Susan, Nicole and Carol.

Review Membership Statistics

- ◆ A little down from last year – cut off will be December 1st per Pat
- ◆ The numbers as of now: 1424 total renewed, 320 are active and have not renewed and 239 of those not renewed are personal memberships
- ◆ Pat will provide the committee with end of year statistics in January
- ◆ The committee will see what can be done to boost ALA student membership and library support staff membership

Ongoing Member Services Activities

- ◆ Linda emailed eight new members and has not had any replies
- ◆ Carol is contacting new library directors that are not personal members
- ◆ Judy and Anne are following up with non-member NJLA program attendees and have had some positive response

New Member Services Initiatives

- ◆ Membership survey draft was okayed by the committee and will be posted sometime during the week of November 16, 2009 until December 7, 2009
- ◆ Spring membership drive will begin after January and tie into the Join Now campaign used last year.

Report on Conference Program Proposals

- ◆ “Geek the Library” is going to be proposed for a program even though Samantha informed the committee that the presenter has suffered some misfortune.
- ◆ “Making of the Library of the Year”, Queens Library (NY) the program will be proposed and Judy has said the presenter will not mind changing the title of the program
- ◆ Anne informed the committee that we will co-host the “Technology Petting Zoo” with the IT section

Member Services Outreach Activities

- ◆ Judy and Carol reported on their meeting with Rutgers students, mostly School Library Media. Information was provided about services offered by NJLA and the benefit of joint ALA/NJLA student membership.
- ◆ Committee members discussed ways to build a stronger connection with Rutgers. Nicole will find contact information for Rutgers LISA. Andrea will send Anne the contact information for Jana Varlejs who puts together the colloquium schedule every semester. Judy and Carol offered to meet again with Rutgers students in the spring to provide a preview of NJLA conference programs.

- ◆ Academic survey from last year's Vale Conference was handed out and discussed amongst committee members on how to sell membership to the academic librarian population. Nicole has agreed to compile a list of things that may assist in gaining these folks as members of NJLA
- ◆ Nicole and Michael will attend the 2010 VALE Conference in January 2010 and will provide a poster session promoting services offered by NJLA.
- ◆ Committee members who attend various NJLA programs will promote NJLA membership.
- ◆ In the January newsletter an article written by Anne will ask for testimonials from NJLA members for the Spring membership drive

Future Meetings

- ◆ The next meeting will be on February 3, 2010 at 11:00 online through AIM
- ◆ The March meeting will be in person and may be at Mount Laurel Public Library