

NJLA Member Services Committee Meeting 10/19/11

Brick House

Attended: Michael, Laverne, Lindsey, Jennifer, Renee, Samantha, Mary Lynn

1. Minutes

2. Starter Kits –

distributed with flyers, bookmarks, 30 membership forms

Comm. Members bring with them to events

Steve at RU colloquium in Oct

Michael, Lindsey, Laverne, Jennifer at Adult Services Forum

Michael- Skylark Diner after in Edison

Dec 7 Children’s librarian tool kit in Franklin ?

3. Establish Schedule of Events

4. Non-Renewals

Get out non renewal emails Nov 2011

Personal emails those you know

Mass email “come back & join us”

5. Membership Drive

Dec 2011 have ready

6. Social Sites -

Have Flickr account for photos

Create Facebook, Twitter and You Tube for Member Services

7. Upcoming Events

8. Schedule of Meetings

Capitalize on other meetings, add dinners, concerts, fun

Let’s get together don’t just sit in traffic

Calendar:

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<p>November</p> <p>Member Services mtg Nov 9th 2pm May attach to R Advisory comm. In Bridgewater, if not alt site 20th or 21st deadline for conference programs Can ask NJ presenters, others wait for location Pitch anything and everything</p> <p>Get out non renewal emails</p> <p>Decide on big social/event trip Time to advertise for Jan</p>	<p>March</p> <p>Member Services mtg North Jersey attach social event to mtg PLA conference Philly March 13-17 Possible Scavenger Hunt Dine Arounds for NJLA included in publicity, actual dining sites in NJLA wiki 25 yr candy bars and certificates – try to give at NJLA conf</p>
<p>December</p> <p>Membership Drive w/ incentive</p>	<p>April</p> <p>Member Services mtg South Jersey Attach social event to mtg</p>
<p>January</p> <p>Publicity for membership drive Big trip/event- Jan have event?</p>	<p>May</p> <p>End of May- start of June NJLA conf</p>
<p>February</p> <p>Meet in West Jersey</p>	<p>June</p>