

NJLA Member Services Meeting
September 13th, 2013 10:00 am-12:30 pm – Edison Public Library
Minutes by Emily Weisenstein

Attending: Lindsey Meyer (MSC Chair), Emily Weisenstein (MSC Vice-Chair), Danielle Cesena, Laverne Mann, Lanora Melillo, Lynn Schott, Heidi Cramer, Pat Tumulty (NJLA Executive Director), Steve Hrubes , James Keebler, Tyler Rousseau, Eileen Palmer (NJLA President), Kimberly Paone

PP Presentation – Lindsey Meyer

Welcome and Introductions:

- Thank you to former chairs
- Review Committee Mission Statement
- Review last year's accomplishments

Comments: Laverne mentioned we had an excellent 2012-2013 year.

Liaison to Fundraising Committee:

Fundraising Committee raised over \$15,000 last year.
Heidi Cramer volunteered to be the liaison for this year.

Membership Statistics: Slight increase in membership from last year. We gained 56 total members from June 2012-June2013.

Recruitment Letters:

We would like to create semi-tailored letters to all non-members. These letters would include an introduction, a brief overview of NJLA benefits and would end with an appeal to join. Lindsey has created templates with introductory paragraphs, tailored middle paragraphs, and closing statements to cut and paste into form letter. These have been compiled based on letters that James has submitted as templates. James also compiled a list of over 1,000 non-members to send out membership appeal letters to.

Discussion points:

- Should letters be hosted on the NJLA Wiki or Google Drive account?
 - Both options are good, although some people have reported problems using Drive. The Committee decided to use the NJLA Wiki in order to keep NJLA business in one location, however James will continue to use Drive for composition.
- Should letters be personalized or auto-signed?
 - It was decided that a form letter with a short personal note is the best option.
- How do we keep track of which letters have been sent and to whom? (we do not want non-members receiving three letters at once).
 - One person or a small group should be involved so we avoid sending dupes.

- Should we send a physical letter or an email?
 - We decided on sending one physical letter and email follow-ups.
- How should we classify non-members (by job title, student status, type of librarian, etc.)
 - We should designate non-members into broad categories that the group assigned this project will designate.

Considerations: We sent out letters last year but are unsure about the overall success rate. Pat mentioned that it is difficult to determine which employees in the library have an MLS and which do not which could make researching potential candidates difficult.

Goal: Letters should be completed by the October Executive Board meeting. Executive Board will personalize and send out what they can. MSC will work on the rest at the end of the October meeting. Letters should be in the mail by the November 1st NJLA cut-off date.

Letter writing team: James Keebler, Heidi Cramer, Lynn Schott.

Lindsey Meyer will send out a greetings letter for new NJLA members.

Social Events:

Ideas:

- Haunted Hayride/Haunted House: Tyler and Steve have researched the Burlington Haunted Prison. We also discussed meeting at a bar before or after for those who really are not into haunted houses. We are looking to keep the overall admission low – Tyler and Steve will research best places/times.
- Turtleback Zoo: \$7 per person – need to book three weeks in advance. This is a good idea for families – we decided spring would be the best time.
- Camden Aquarium: Pre-purchased: \$18.90/ticket or \$15.52/group rate. A little pricy but maybe a good option for the winter.
- North Jersey Mixer: We need to get another North Jersey Mixer together. Emily to organize a time and date.
- Potential mixer with the Reference Section at the Barcade at a future date.
- Grounds for Sculpture: potential for spring

Social event considerations: We need to branch further into Northern and Southern NJ. Pat suggested that no ‘fun’ events should be NJLA member exclusives or include NJLA member discount pricing.

Matt Latham from the Ref Section and Laverne Mann are partnering to create a graphic novel forum/workshop down at the Cherry Hill Library.

Conference:

Emily is attending the October 1st Conference Planning meeting at the Piscataway Public Library.

Our plans for 2014:

- Hospitality Table
- 25 year members
- Two mixers
- Leadership Bonfire

Workshops:

- Eileen Palmer suggested a program on helping part-time librarians navigate ACA. We decided that a general program on navigating part-time jobs would be beneficial.
- Lynn Schott's coworker suggested the idea of a suburban library program. He is very interested in suburban studies in all fields.

Workshop ideas should be sent to Lindsey and Emily. The deadline for conference proposals is Nov. 22.

Recruitment:

We would like to set up recruitment/welcome tables at major NJLA events.

- Lindsey noted that our displays are more effective when we use photos and displays rather than text heavy flyers. We all agreed NJLA needs a PR makeover. Emily will contact the PR Committee to collaborate in producing effective promotional materials.
- Lindsey will set up a Doodle Poll to see who is available for what event.
- VALE and SCARLA: Lynn to liaise?
- Megan VanDorn is very involved with LISSA – will be a good connection with the Rutgers SCI students.

Assignments:

- Tyler and Steve: Plan the Burlington Haunted Prison Events.
- Danielle: Continue making awesome memes.
- James, Lynn, Heidi: create recruitment letters
- Emily: Dig NJLA containers out of apartment. Connect with PR Committee re: future collaboration.
- Kimberly: Liaison to the Publications meeting with the NJLA Editorial Board @ Piscataway PL.
- Lindsey: Write and send New Member emails. Send Doodle poll re: upcoming recruitment opportunities.
- Everyone: Conference workshop ideas