

NJLA Member Services Committee Meeting
October 24, 2013 10:00 am-12:15 pm – Piscataway Public Library, JFK Branch
 Minutes by Robin Rockman

Attending: Lindsey Meyer (MSC Chair), Emily Weisenstein (MSC Vice Chair), Danielle Cesena, Heidi Cramer, Steve Hrubes, James Keebler, Lanora Melillo, Robin Rockman, Tyler Rousseau, Lynn Schott, Erica Solomon, Megan Van Dorn, Pat Tumulty (NJLA Executive Director). Absent: Cassidy Charles, Megan Kociolek, Thomas Lamanna, Laverne Mann

Minutes from Sept 13, 2013 meeting

Minutes from the last meeting are posted on the NJLA Wiki.

Member Services now has a private page on the NJLA Wiki for working documents and related committee work.

We all can request access from the NJLA

NJLA.org ->"About" tab-> Committees and Sections ->Member Services Committee

"Request Access" link is on top right.

Reports

Membership Drive – James, Heidi, Lynn Schott, Erica Solomon, and Karen Klapperstuck

- Membership Drive is now a subgroup of the committee with James & Heidi heading it up.
- They sent/are sending over 1,050 recruitment letters to non-members. Letters include sign-up form, and flyer with fun pictures of Librarians from events.
- Prizes are offered as an incentive.
- Letters were customized based on type of librarian, i.e.: children's, college, administrator, misc./general, young adult, technology.
- Personalized notes were included. Volunteers were recruited by James, Heidi, Lynn, & Erica.
- We recently received a list of ACRL members living in New Jersey, so we added a targeted appeal to ACRL members. ACRL members can do a joint membership for \$60.
- Targeting College and Research Libraries (ACRL) members
- In the future, there will be a survey of non-members.
- In the Spring, they will reach out again to non-members. Possibly promotion: 14 months of membership for the cost of 1 year. Timing is pre-conference, to coordinate with discounted rates of the NJLA conference
- James, Lynn, Erica & Heidi will write Thank You notes to the note-writers.

Membership Outreach

- "Welcome" letters sent out to new members.
 - o An example of the letter is on the MSC Wiki. Pat sends the name to James, who then sends it to Lindsey.
 - o Letters are oriented towards new member's interests.
- LISSA Meeting.
 - o James & Lindsey presented at a Rutgers LISSA Meeting.
 - o Lindsey is adding notes to the Wiki so others can re-use/follow as suggested guidelines for recruitment presentations.

- Key point is tailoring talk to the audience and stressing the benefits that this type of group will want out of NJLA.
- James gave his perspective as a Director when it comes to hiring.
- Slides that were presented will also be added to the private Committee wiki page and can be used to represent NJLA.
- Outreach to non-member Directors: Included in James & Heidi's mass mailers.

PR Committee

- Very small and very busy committee so they are unlikely to help with postcards and other outreach materials. MSC will have to do it themselves.
- Emily: We can come up with our own content and they will help push it.
- Forming subgroup within MSC: Emily, Danielle, Robin, and Lenora
- Subgroup will design and flyers, digital materials, postcards, etc.
- Suggestion of simple messages on heavier card stock. Easy to take, non-rip...
- Heidi volunteers to proof PR material to make sure it doesn't look like "crap" and to print.
- All final pieces are to run through the committee for final approval.
- Display Boards – need more created so we can take them when we go to meetings and conferences.
- Danielle plans to do more with the Tumblr page, such as adding a tag cloud.

Socials

- Haunt-a-thon & Mixer Recap:
 - A few new people showed up. Even more new people signed up, but then had to cancel at last minute. Shows progress with attracting new faces.
 - Total of 13 people at event
 - Steve & Tyler coordinated
 - Was not a fundraiser
- Lindsey will make sure everyone is set up as an admin of the NJLA Member Services Facebook page. Use it to post NJLA pictures.
- North Jersey Mixer
 - Emily is working on it
 - Morristown is likely location
 - Tentative date: Friday, November 22nd, 2013
 - Details will have to be finalized via email
- Grounds for Sculpture – South Jersey (fundraiser for NJLA)
 - Possible timing: Late April (maybe early May), when weather is nicer. Need to avoid Easter – April 20th.
 - Laverne is working on it; Lanora can help.
- Turtleback Zoo (West Orange) – North Jersey (fundraiser)
 - Possible timing: May
 - Point people: Tyler, Robin, and Steve

- Karaoke - NYC
 - o Possible timing: January
 - o Emily recommended Michael Maziekien to help out. Megan K. might also be able.
- Aquarium (Camden) + Mixer – South Jersey (fundraiser)
 - o Possible timing: February/Early March
 - o Recommendations to help: T.J. & Laverne (both absent)
- Mixer in New Brunswick – Central Jersey
 - o Possible timing: Saturday, March 29th, 2014 (after Rutgers Spring Break, before finals)
 - o Point people: Steve & Megan V.
- Discussion regarding socials:
 - o Grounds for Sculpture, Turtleback Zoo, and Aquarium are potential fundraisers.
 - o Last year, 3 of our events were fundraisers.
 - o Lindsey said:
 - Be sure to ask about group rates and discounts for non-profits.
 - Don't make the final cost so expensive that people won't go.
 - Will need to be heavily advertised
 - o It was also discussed that Mini-Golf can easily be done again.

Conference

- Emily Attended a Conference Program Planning Meeting.
 - o Theme this year is “Creating Our Futures” and is about libraries as incubators and as creative centers.
 - o Key speakers:
 - Helen Klein Ross “Social Storytelling” <http://www.helenkleinross.com/>
 - Nate Hill from Chattanooga
 - Steve Berry
 - o Need pre-conference ideas
 - o Conversation Starters were very popular last year
 - o Deadline for proposals: November 22, 2014
 - o Point people: Lindsey & Emily
- MSC Conference workshops in the works (everyone, please send descriptions, speakers, and budgets to Lindsey ASAP):
 - o How To Teach Job Searching – co-sponsor with Ref. section.
 - Lindsey is point person; let her know if interested in working on this.
 - o “Time Lord Bash, Thrill the World and Comic-Con Librarians Working Together” (tentative title)- working with YA section – Laverne is point person
 - o Networking How-To
 - Emily is point person; Danielle & Robin will help.
 - o Tyler brought up idea of “Creating your brand with unconventional publicity”, possibly co-sponsored with IT & PR.
 - Mix of social media, new ideas for Friends, fundraiser... work in progress.

- Part-Time Librarians – Eileen Palmer suggested this – will need more information. Perhaps call it “Career Development” and use “part-time” in the description.
 - Pat described it as a positive spin on issues facing Part-time Librarians: how to make it work, etc..
- Emily is handling certificates & Chocolate for 25 year members
- We also need to submit plans for mixers & other social events at conference.
- Dining Guide:
 - More local outlets; show price range; see if we can get librarian discounts, such as Crossroads at Showboat.

Membership Recruiting Opportunities

- There is no Financial Mini-Con on 11/14, as previously scheduled.
- 10/26 – Adult Services Forum:
 - Erica: There may be no room for a table
 - Will get list of non-member attendees and match that with James’ list for mailings/recruitment
- Lanora & Megan V. will each take a poster board for conferences.
- If you know of an outreach opportunity, let Lindsey know!

Other Business

- NJLA Strategic Planning Task Force meeting – Attended by Lindsey & James
 - Discussed: Do we need to revise sections & roundtables; Do we need to reconsider our brand?

Upcoming Meetings

- Next meeting is November 21st at Kenilworth Public Library
- December will likely be an online “Chat” Meeting.