

NJLA Member Services Committee Meeting

December 19, 2013

Online meeting via Adobe Connect

Attending: Adele Puccio, Danielle Cesena, Eileen Palmer, Emily Weisenstein, Erica Solomon, Heidi Cramer, James Keehler, Laverne Mann, Lindsey Meyer (chair), Lynn Schott, Megan Van Dorn, Pat Tumulty, Steve Hrubes, Thomas Lamanna

Minutes by Lynn Schott.

Agenda

1. Minutes from Nov. 21, 2013 meeting

There was no discussion of the minutes of the prior meeting.

2. Reports

- **Conference Proposals Submitted** Lindsey

Lindsey supplied a document listing the Conference Programs and Events that were submitted to the NJLA Conference Committee (emailed 12/18/13). Decisions about the programs are forthcoming.

- **Membership Drive** James, Lynn, Erica, Heidi

Over 90 new members have joined, including a number of academic librarians. We have shared the list of new academics with the College & University Section's Member Services (CUS MS) Committee. Members of the CUS MS committee have expressed an interest in attending a future NJLA MS meeting as guests. This was approved.

Heidi has notified our prize winners. Sue Rice is going to get the prize vouchers to the winners. It was recommended that a blurb and photo about the winners get included in the NJLA newsletter, in addition to the listserv announcement. Lindsey will provide something to the newsletter editor by mid-January, for inclusion the next issue.

Eileen requested that we document this year's membership drive efforts, outlining the procedure, activities and contacts. James has volunteered to develop this document.

Non-renewing members were contacted through email appeals sent by committee members. Special note of Lindsey's contribution—149 emails! Pat reported that there are 146 personal members who have not currently renewed. There was discussion about this. It was recommended by Heidi that we target non-renewed individuals with conference information as soon as it becomes available. Lindsey also recommended a promotion near conference time that would encourage these former members to join again, in order to get reduced price registration. Pat informed us that Betty Steckman will run a report/survey after January 1. Lindsey asked that she get a copy, when it becomes available, for distribution to the committee.

- **Membership Outreach** Lindsey

New member contacts are up-to-date through November. Upcoming events and webinars were promoted to these new members. Lindsey will tackle the welcome notes for the new members joining in December. Pat identified 8 new student members and 7 new personal members so far this month.

- **Membership Recruiting (past)**

12/5 LibraryLinkNJ Membership Mtg. James

James and Eileen and JP were in attendance. Many attendees were already members. Lanora won an iPad.

12/12 children's Librarians' Toolbox Lindsey

Lindsey was unable to send NJLA materials to this event, as there was a date mix-up.

Dec. SC&I Colloquium?

Megan V will inquire of Kay Cassel about whether or not recruitment is acceptable at Colloquium. Steve reports that there are usually 20-40 people in attendance at Colloquium.

- **PR Materials Design** Emily, Danielle, Robin, Lanora, Megan K

Danielle reported that Lanora has a design for a postcard. The card would feature an NJLA member, have a statement about what NJLA means to that member (in 140 characters or less). The plan is to have a Facebook contest that will generate the quotes. The plan is to center these quotes around five themes: professional development; networking; innovation; advocacy; and fun. They have also developed a list of members that they would like to ask to do this. The cards will be made on Vistaprint. The first card is likely to be the one on advocacy. The Facebook contest is slated to start after January 1.

- **Event: Morris County Mixer Nov. 22** Emily

Emily reported that about 12 people attended. Although a bit loud, everyone had fun. Megan V reported that she and Cassidy were the two student members in attendance.

3. Future Events

- **Karaoke – NYC** Megan K (& Michael M)

Megan K was not available to report. There was some discussion about the merits of different locations in New York and New Jersey. It was suggested that this should be planned for February. Danielle and Laverne offered to work with Michael M. to plan. Adele offered to assist.

- **Mixer in New Brunswick - Mar 29** Steve & Megan V.
(after Rutgers Spring Break, before finals)

Discussion at future time.

- **Grounds for Sculpture – April? (fundraiser)** Laverne, Lanora

Laverne reported on plans for May 4 outing (docent-led tour;). This date is in conflict with travel to Washington, D.C. for National Library Legislative Day, so discussion about moving the event into April. Laverne will report back about an alternate date.

- **Turtleback Zoo – May (fundraiser)** Tyler, Robin, and Steve

Steve will try to plan for May 18. Advance payment is required. Anticipated cost for adults is \$12 (\$7 discounted rate + \$5 for NJLA). Steve will finalize planning and report back to the group.

- iPad for Librarians w/ ET (date?) Megan K

Waiting on report from Megan K.

- Trenton Thunder event??

Discussion about requirements (Must sell 125 tickets to qualify for discount). Decision to table for now.

4. Membership Recruiting Opportunities (future)

Call in advance to ask for a table. Take handouts and displayboard.

Upcoming recruitment opportunities

<u>When</u>	<u>What</u>	<u>Who</u>
Jan. 10	VALE	James, Lynn
Poster session was approved. We are co-presenting with CUS MS.		
Jan. 14	Tech Speed Dating – Parsippany	Lindsey, who else?
Lindsey and Emily will attend. Lindsey has secured a table.		
Feb 19	New Directors' Training	Laverne?
Feb 26	New Directors' Training	Laverne?
Laverne reports that this is not an appropriate recruitment venue.		
Mar. 6	NJLA Microconference – Gloucester	?
No discussion.		
Mar. 19	Tech Speed Dating – Monroe	?
No discussion.		
Mar. 26	NJLA Microconference – Montville	?
No discussion.		
Ongoing	LISSA – Should MSC present again in the spring? RU SC&I Colloquium?	
No discussion.		

5. New Business

Local library issues & advocacy – new initiative ideas Laverne
Laverne would like to see Member Services working on advocating for/supporting members whose libraries are closing, cutting staff, etc. Eileen suggests coordinating with Public Policy. More discussion at a future time.

Additional New Business – Strategic Planning Survey Eileen

Eileen reported on the responses to date: 240 members + 75 non-members. Requested us to complete the survey if we haven't already. Discussion about when to terminate the survey.

6. Action Items

- December welcome notes for new members - Lindsey
- PR "Postcard" – Contest on Facebook in January to collect quotes.
- Upcoming Recruitment Opps in Jan – James, Lynn, Lindsey
→ Take displayboards & copies of flyers

- Newsletter submission (mid-January) – Lindsey
- Report from Trenton (Betty Steckman’s survey) – January -- Lindsey
- Karaoke – (Megan K?) Danielle, Laverne and Adele will work with Michael M. for a date in February
- Summary of membership drive (contacts, outline of plan)- James
- SC&I Colloquium as recruiting event? – Megan V
- All social activities -- updates
- Memes – Danielle (on-going)
- 25-year members – Emily

7. Upcoming Meetings

Next meeting Jan. 23 at Madison PL
Location for Feb.? (Was Secaucus PL)
Locations for Mar. – May?

8. For the Good of the Order

Congratulations to Lanora on new job at WOPL!