

NJLA Member Services Committee Meeting

January 23, 2014
Madison Public Library

Minutes by Heidi Cramer

Attending: Danielle Cesena, Heidi Cramer, Megan Kociolek, Lanora Melillo, Lindsey Meyer, Robin Rockman, Lynn Schott, Megan Van Dorn, Emily Weisenstein

MINUTES

Minutes from December 19, 2013 online meeting

Thank you Lynn Schott. Available on MSC wiki on the NJLA site.

Membership

Heidi reported from Pat Tumulty's report to the Executive Board on Tuesday:

Our active membership is now 1585. This is much better than 2013 when we had 1478 members in Jan. and in Jan.2012 when we had 1526.

Lindsey will submit the winners of the drawing to the NJLA Newsletter

Lindsey reached out to new members with a personal email: 8 students, 6 personal, 1 NJASL

Discussion of follow up after one year for new members. Some members may drop off after 5 years. Survey Monkey or a direct email can be used and we could start with the new members from 2012/13 year. Questions may include: How has NJLA benefited you? Are you aware of...? How do you like to receive communication from NJLA? Emily and Megan K. will work on this brief questionnaire.

Lynn reported on VALE. Over 300 librarians attended and the event was good visibility for NJLA. The C/U section was pleased and they promoted the joint NJLA/ACRL-NJ membership rate of \$60. Some attendees noted a cost barrier.

Speed dating event: Great event but difficult to have visibility. Lindsey will reach out to Tyler about an NJLA table at the March 19 event at Monroe.

PR Materials Design: Emily, Danielle, Robin, Lanora, Megan K.

Quotes will be collected via social media, "What does NJLA mean to you?" Hope to collect five quotes including one from an academic. Post cards, one for each quote will follow by March. Lanora will research print prices. Team will contact NJLA office about discounts available through Staples. Printing will be around \$11 for 100 copies. The back of the postcard would have information and pointers to njla.org and social media.

Future Events

- **Karaoke**

Members may bring a guest. Online form is active on njla.org. Must register in advance. Food may be brought in. Megan K. will do a flyer, Danielle will post on Facebook and

Tumblr. Lindsey will post to LibraryLink, Robin will post to BCCLS, Megan V. will post to LISSA.

- **Grounds for Sculpture**
Postponed due to conflict with Legislative Day. New date is September 14. Cost will add \$5 for NJLA. Lanora volunteered to work with Laverne.
- **Turtle Back Zoo**
May 18 and approximately \$12 per adult, which includes \$5 for NJLA. Suggest a \$5 donation for those who may be members of the zoo. Robin will work with Steve to coordinate.
- Megan K. reported that **Ipad classes** are no longer being offered by the Apple Stores for free.
- **Summer Reading Workshops** Lanora and Robin will contact the committee to request an NJLA info table at their March workshops

Conference

Discussion started on email list continued. Lindsey mentioned ribbons [to be added to name tags] and Megan K. mentioned buttons. Heidi and Lynn explained the current ribbon usage. Lynn explained the half sheet member form for non members. It was agreed to discuss further options via email and continue the discussion at the next meeting.

Mock Interview Program

Emily explained an idea for a program that she and Michael M. will work on. Mock interviews to go beyond the scope of the resume reviews offered at Conference. Discussion included having multiple interviewers, reflect different types of libraries including academic, offering the program at two locations, keep privacy in mind. Guidelines for the interviewers and interviewees will address avoiding invasive questions. Emily will continue working on this with Michael.

25 Year Member Recognition

Lindsey will send files to Emily.

Next meeting dates

Doodle poll because some have a conflict with the next date. (Results: Feb 27 2014 - 10:00am to 12:00pm, Location: Edison Public Library)

March 27, Location: West Orange Public Library

April 24, Location: TBD