

## NJLA Member Services Committee Meeting

March 27, 2014 – 10AM-12PM

West Orange Public Library

Minutes by Megan Van Dorn

**Attendees:** Lindsey Meyer (MSC Chair), Danielle Cesena, Heidi Cramer, Steve Hrubes, James Keebler, Megan Kociolek, Laverne Mann, Lanora Melillo, Robin Rockman, Tyler Rousseau, Lynn Schott, Pat Tumulty (NJLA Executive Director), Megan Van Dorn

**Guest:** Erin Ackerman (College & University Section),

### Reports

- Membership Drive James, Lynn, Heidi
  - Heidi: sent out a draft of the “Join Now” piece via email to MSC committee members prior to this meeting. This is intended to invite new members to join ~~in April 2014~~ beginning April 1 for their 2014-15 NJLA membership (3 months free, with an expiration date of June 30, 2015).
  - James has the current email list of non-members and will send the “Join Now” to them.
  - James: end-of-year survey for new members. Megan K. and Emily compiled questions for this survey, and James will create a SurveyMonkey once he has the questions from them (Megan K. will email).
  - Following NJLA-sponsored events, Pat urged us to contact non-member attendees and encourage them to join NJLA.
- PR Materials Design Danielle, Robin, Lanora, Megan K (& Emily)
  - Lanora: will email PR Committee for thoughts/outreach for partnering on this project.
  - Robin: working on pricing for postcards. Maybe a half-sheet instead of a standard postcard. Possibly smaller print run than originally planned?
  - 5 different layouts for postcards
  - To be determined: postcard message? For conference, or after?
- Section & Roundtable flyer updates Lindsey
  - Lindsey: updated flyers with descriptions of sections and roundtables. Will submit to Pat for posting online.

### Conference

- Hospitality Table Lindsey
  - 1-hour slots to be determined via Doodle poll for working the hospitality table. This year’s table will be next to registration.
- Raffle, Lanyards, Bubble Writing Heidi
  - Lanyards: samples were passed around. Pat indicated that if lanyards are purchased for new members, it would affect the head office’s orders.
  - Speech bubbles: card-stock/dry-erase speech bubbles available for approximately \$10/bubble online. Heidi will find out if the Conference Committee is doing a photo booth this year. Maybe a “selfie spot”?
  - Raffle: Members-only; prizes TBD (James?) Entry tickets will go in registration envelopes for members, while non-members will get “Join Now” materials instead

(Heidi). (NOTE: the Fundraising Committee is planning a chocolate raffle and a possible 50/50.)

- Jobseeker Workshop participants Lynn
  - Additional speaker TBD. Possibly a college career counselor? If not, another librarian.
- Dining Guide Laverne
  - More info has been requested about dining options at the Revel. Laverne will contact Alan re: posting the dining guide on the conference blog.
- 25-year Members (Emily)
  - Lindsey has 25-year member file for Emily.
  - Lynn: candy bar wrappers. Will provide for Heidi by our May meeting for envelope stuffing.
- Other items
  - Laverne, Lindsey: will work on setting up mixer (Mussel Bar).
  - \$125/night room rate at Revel through end of April.
  - Conference app TBD (not Boopsie this year).
  - Always get separate checks at mixers.

## Future Events

- Mixer in New Brunswick – Sat, Mar 29 Steve & Megan V.
  - Good to go! Promoted through Facebook, Tumblr, and listservs.
  - Drink specials (wine/beer), plus complimentary soft drinks for designated drivers.
- Turtleback Zoo Robin, Steve
  - Originally scheduled for May 18, but date is no longer available.
  - Lindsey will reach out to Turtleback re: Sunday, May 25<sup>th</sup>.
  - \$115 for 15 passes; \$7 for each additional pass. Allows for covered picnic area for meeting up. (NOTE: Zoo members are welcome, but they will not count towards the minimum of 15. We'll also request a \$5 donation to NJLA, since they wouldn't be paying admission.)
  - Cancellation: We can reschedule. If we don't reschedule, there is a \$10 fee and passes will be issued to be used by payees at any time (i.e. there are no monetary refunds.)
  - Publicity: Facebook (Tyler & Steve to set up event page), LibraryLinkNJ, njlibraries, & LMxAC (Lindsey), Tumblr (Danielle), BCCLS listserv (Robin), MAIN listserv (Emily?), LISSA listserv (Megan V.)
- Karaoke Megan K., Megan V.
  - Megan K.: looked into T.H.E. Karaoke in North Brunswick; however, the Yelp reviews were mostly negative.
  - Megan V. :provided basic pricing information about Echo Music Studio in Edison. They only provided pricing per hour up to 17 people, which would be \$100/hour. Echo is BYOB. It has also received generally positive Yelp reviews.
  - Megan and Megan will look into more details about Echo for next meeting, specifically room sizes and song list.

- Grounds for Sculpture – Sun, Sept. 14 (fundraiser) Lanora, Laverne
  - Lanora has been trying to contact; Laverne will intervene and confirm date.
  - Financial info to follow (Laverne).

## College & University Section

**Erin Ackerman, TCNJ**

- Upcoming CUS event: Free ACRL webcast at Rutgers: April 29<sup>th</sup>, 1PM
- CUS wants to establish closer links with Member Services and support outreach.
  - Ideas include CUS members staffing hospitality table at conference (Lindsey to email Doodle poll); ACRL prize for NJLA “Join Now” promo; resume review for academic librarians (need to coordinate with Professional Development Committee).
  - Other ideas welcome!

## Other Business

- LISSA Career Fair: Friday, April 25, 5-8 PM
  - Megan V. to email LISSA co-presidents re: Member Services interest in getting involved.

## Membership Recruiting Opportunities (future)

- Announcements at events: Lindsey to modify email sent to new members to include upcoming events; will send around for comments/feedback.
- Additional materials: buttons, bookmarks, updated sections/roundtables flyer

<u>When</u>	<u>What</u>	<u>Who</u>
Mar. 31	Summer Reading Workshop – Monmouth Cty	Lanora, Robin
Apr. 1	Best Customer Service Ever – Parsippany	?
Apr. 2	Best Customer Service Ever – Gloucester	Laverne
Apr. 2	Microconference – Monroe	Megan K.
Apr. 23	Tech Speed Dating – Gloucester	Laverne?
Apr. 23	Microconference – Montville	?
May 16	DVD Cataloging w/RDA	?
May 22	LibraryLinkNJ meeting	?

## Upcoming Meetings

- April 24 at Nutley
- Need location for Wed., May 14
  - Tyler and Steve will look into Monroe PL as a possible location.  
[Update: yes, the meeting will be at Monroe]