

Minutes of the November 2014 NJLA Member Services Committee meeting

Edison Public Library, Nov. 20, 2014

Minutes by Lindsey Meyer

Present: Emily Weisenstein (chair), Lynn Schott (co-vice chair), Lanora Melillo, Danielle Cesena, Tyler Rousseau, Steve Hrubes, Kerry Falloon, Lindsey Meyer

The October minutes were approved.

Conference (April 20 – 22)

Emily distributed the committee's conference proposals for last minute discussion before tomorrow's submission deadline (Emily will submit). We can make some changes later but the Conference Committee wants the proposals as complete as possible.

Interview workshop

Four people have agreed to be interviewers but we agreed we need more, especially at least one academic librarian. Lynn will make inquiries and possibly reach out to RVCC. Kerry will ask the director at Richard Stockton Library and will possibly join the panel herself. Discussed conducting separate academic interviews.

Professionalism workshop

Envisioning a lively discussion, we've reached out to a diverse group of professionals with differing opinions. Tyler will contact Andy Woodworth because we haven't heard from him yet. Lindsey suggested fleshing out the description to make it more compelling. Lanora will help Emily with a rewrite. Lanora will also contact James K., Matt L. and Laverne about serving on the panel.

Social Events

We've scheduled the usual 2 mixers and bonfire. Following a field trip to Long Branch, Emily, Michael, Lanora, Steve, and Lindsey decided to hold the Monday night mixer at the Wine Loft (in Pier Village) and the New Librarian mixer at the Sea View Restaurant (in Ocean Place). The beach bonfire is included in the contract and Lynn suggested that Emily remind the Conference Committee that S'more ingredients are to be provided by the hotel. Danielle questioned why the bonfire is named "Leadership Bonfire" since it's not descriptive. Lanora suggested "Annual Conference Bonfire" and we agreed to use that instead.

Hospitality Table

The purpose of the table is to orient attendees to conference locations and provide information about NJLA – basically, an information desk. Emily asked what materials we want on the table. Since it's been 4 years since we've been at Ocean Place, we should have maps of the hotel, Pier Village, and other nearby restaurants like Rooney's. **Dining Guide:** Lindsey already started one, based on info from Google Maps & restaurants' webpages and will contact Janet Birkhead from Long Branch PL about her existing guide.

Danielle said we should all reach out to welcome new attendees, especially new librarians and students. It's easy for NJLA members to appear clique-ish since we know each other and tend to gather together. We discussed ideas to include others at the Hospitality Table, including a possible photo booth and posting the pictures to Facebook.

Membership Drive Wrap-up

Renewal notices with personalized Post-It messages were all mailed and James sent emails to non-members. Thanks to all who participated in the drive! Emily hasn't heard from Pat yet about the success rate. As of Nov. 15, there were about 300 expired members. Emily continues to email all new members to welcome them to NJLA and give pertinent information about upcoming events.

Membership Recruitment

Upcoming recruitment events and MSC reps:

Dec. 12	YA Toolkit 12/12 at CHPL – Aman Kaur (Alexander Lib) and Erica
Jan. 9	VALE at RU – Steve, Kerry, Lynn, possibly Aman
Jan. 21	NJLA Micro-Conf at Gloucester Cty Lib. – Lanora, if she's a speaker
Jan. 21	LibraryLink's TechFest at Parsippany PL - Cassidy
Feb. 6	YA Toolkit at Louis Bay II Lib. (Hawthorne) – Erica
Feb. 10	NJLA Micro-Conf at Montville PL – Lanora, if she's a speaker

We discussed visual ways to get noticed at events where we're staffing an NJLA table. Table signs often get obscured by people standing in front of them.

- An overhead banner would be ideal but how to stand it up?
- A tabletop easel holding an NJLA sign would be useful.
- A digital frame displaying a slide show might be a useful update to the handmade display boards we currently use, since the digital frame can easily be updated. The downside (besides the price) is that someone might have to babysit it to make sure it's not stolen at events.
- Print a single poster with all our photos at Staples, instead of the current display boards.

Social Events/Meetups

Oct. 26: Terhune Orchards – about a dozen folks had a great time. There was something for everyone and wine tasting, too. If we do a similar event again, we should do it earlier in the season (warmer) and promote early.

Nov. 23: Barcade in Jersey City – Matt is setting up library trivia challenge with prizes.

Date? Wild Pig Comics in Kenilworth – no date set yet. It'll be low maintenance.

Possible fund-raising event in Spring.

Acknowledging New People and Drawing Them In

We had a lively discussion on how to include new people and welcome them into the NJLA fold:

- Danielle said our publicity should emphasize meeting new people.

- Lynn said we should follow up after events by sending quick emails with friendly messages.
- Danielle suggested registering everyone so that we have their contact info, even if no \$ is collected for the event itself. Emily said that would be a lot of work and that people often have questions about HOW to register. Better to collect emails at the event.
- Steve suggested starting a Meet-Up group and Kerry said it could cost \$70 for 6 months. Kerry said sometimes only ½ of Meet-Up members actually show up and pointed out that the meet-up would be visible to non-librarians.
- We discussed how to make sure that people can find us at our events, since we're sometimes surrounded by non-librarians (at Terhune, Lindsey held up an NJLA logo-printed chocolate bar wrapper and that's how several people found us). For indoor events, we discussed having an acrylic sign for the table, NJLA buttons to wear, helium balloons, and telling wait staff where we are in case people ask them.

Future action: we all agreed that at each event, we should:

- plan how to make ourselves visible to new people who don't know us and are looking for our group
- all make an effort to talk to new people
- collect emails (on a clipboard) for future events and to send follow-up friendly emails to new people

Next Meeting is Thursday, December 11 via Adobe Connect chat

We'll discuss a possible spring fund-raising event for NJLA.

MSC members will receive a link via email prior to the meeting. It's web-based, so no need for downloading software. It'll be in chat format, so those on public desks can participate.