

## **NJLA Member Services MINUTES**

**Thursday, September 20 at 10 am**

**Nutley Public Library, 93 Booth Dr., Nutley, NJ 07110**

Attendees: Nick Van Dorn, Committee Chair; Beth Cackowski, Committee Vice Chair; Kate-Lynn Brown.

### **I: Mission and Functions of Member Services Committee**

Attendees discussed the mission and functions of the Member Services Committee taken from the NJLA Member Services page on NJLA.org.

“The Member Services Committee's aim is to study the membership "market" and recruit new members; to study institutional and individual member benefits and to develop recommendations that address member concerns; to follow-up with members who don't renew membership and research with non-members to determine factors affecting decision; to welcome and orient new members to the Association.”

To address these points, meeting attendees discussed:

- How should the committee promote NJLA membership to students? Kate-Lynn, a recent Rutgers graduate agreed to reach out Rutgers professor, Dr. Valenza to see how to get the word out to students about NJLA and volunteered to speak to Dr. Valenza at a possible Google Hangout video which will be shown to students.
- In order to address “welcoming and orienting new members,” Beth brought a draft of a script to send new NJLA members that would welcome them to the association, point out some important items on the NJLA.org website, and give the recipient a person to reach out to with any questions (hopefully the MS member sending the email would be in the same geographic area of the state as the recipient). Meeting attendees workshopped the draft email. Beth will make the edits and send out a revised draft to the committee email list for review.
- To address “follow-up with members who don’t renew,” Beth brought a second draft email to send to members who fell into this category. She had already discussed her email draft with NJLA President, Leah Wagner, to get ideas for what to write in the email. Meeting attendees read over that draft and offered suggestions. Beth will make edits and send a revised draft first to Pat Tumulty and Leah Wagner for review before sending to the committee email list for review.

The committee also discussed how they would get access to lists of new members and those who had not renewed. It was decided that Beth would reach out to Pat Tumulty and James Keebler to see how we could get access to that information.

## **II. Social Events**

The most recent social event hosted by the committee was the NJ Sussex County Fair on August 12. Nick estimated that 7 or 8 people attended that event. All attendees were adults, no children were in attendance. Nick thought the announcement of the event may have come too late so the importance of having a longer lead time before events was discussed.

Ideas for Upcoming Events:

- 10/20/18 Apple picking and corn maze family event at 2:00 pm. Nick will reach out to local orchards for more information. Nick will create a save date on the Facebook page. Beth suggested doing a haunted house event, but thought it might be too close to the apple picking event.
- Other suggestions were: Songbird Karaoke in Collingswood, NJ for November or December.
- Ziplining in the Spring.
- Asbury Park Beer Garden in the Spring.

## **III. Forums**

Member Services will have a membership table at the Adult Services Forum and will look into possibly having a table at the Youth Services Forum. Nick will send out a Doodle poll to see what members can work at the table. Meeting attendees sorted through the boxes of MS Committee supplies that had been passed on to Nick when he became committee chair. Two documents were still up to date, including a handout of the NJLA Committee Opportunities and "Shape Your Future and the Future of Libraries with NJLA Membership." Since no one in attendance knew where to find the electronic version of these documents, Nick agreed to follow up with past chair, Danielle Cesena.

- Adult Services Forum - Monday, October 22 9:30 am to 3:30 pm
- Youth Services Forum - Monday, October 29 9:30 am to 3 pm

#### **IV. Annual Conference:**

Waterfront Conference Center at Harrah's On Wednesday, May 29 through Friday, May 31, 2019. Proposals are due 11/30/18.

Ideas for Member Services Conference Sessions

- Co-sponsor Thursday Show & Make Brown Bag Lunch.
- Friday Brown Bag Lunch (topic needed).

Ideas for Member Services Conference Social Events

- Wednesday Evening Member Mixer.
- Wednesday Night Conference Kick-Off.
- Thursday Night Pool Party.

More program suggestions are needed from the larger committee. Committee Co-Chairs Beth Cackowski, David Perez and Matt Latham will submit conference proposals once they are decided on. Nick will send conference planning information as well as details about the Wednesday, October 3 NJLA Program Planners Meeting to the Co-Chairs.

#### **V. Next Meeting Dates**

Nick will investigate Google Hangouts and Adobe Connect's audio / video capabilities for the MS Committee's October meeting, date TBD. Nick also agreed to email the list of committee members to everyone on the committee email list to see whom we are volunteering alongside on this committee.