

NJLA Member Services Committee Meeting
January 22nd, 2015
Leonia Public Library
Agenda

Attendance: Heidi Cramer, Lindsey Meyer, Danielle Cesena, Lynn Schott, Emily Weisenstein (chair), Matt Latham, Megan Kociolek, Cassidy Charles, Robin Rockman.

Volunteer to take minutes

- Cassidy volunteered

Post Holiday Regroup

- With holiday and end/beginning-of-the-year craziness it has been a while since our last meeting.
- Thanks for hosting us, Matt!

2015 Conference (April 20-22 at Ocean Place)

- All of our program and session proposals were accepted and an update has been made – one of our mixers is a half hour longer.
- New Member giveaway ideas: magnets, temporary tattoos, pens, hotel discounts
 - o After a discussion, decided on a handwritten invitation to one of the mixers in their conference packet.
 - o Emily: “Can we try to use the same vendor for lanyards, giveaways, and bookmarks?”
- First time attendee lanyards – Lanyards for all attendees. We do not have any remaining inventory from last year, so we will need to order a new inventory.
 - o Heidi: “We used Crestline in the past. Sue in the office would have the old order, which is where the new order should be placed from. Do not sign-up for their mailing list.”
 - o Megan: “Do they do bronze bookmarks?”
 - o Should we order in a color exclusive to 2015 or stick with NJLA red so that extras can be rolled over to the following year’s conference?
 - Opting for NJLA red with white lettering.
- 25-year members: bronze bookmarks are a go.
- First time attendee emails: Google doc.
 - o TJ and Danielle are compiling tips for first-time conference attendees on a Google doc. Includes information about what to do before, during, and after the conference.
 - o Include the Professional Development Committee’s “Librarians on the Edge of Fashion” conference program.
 - o Share the Google doc. with Emily.
- Hospitality Table at Conference
 - o Current members will have a raffle ticket in their registration packets, which they will use at the Hospitality Table raffle.
 - o Raffle prize ideas: a book basket, a basket of cheer (wine, craft beer, and accoutrements), and a comic book basket.

- Megan: “Reach out to the ET Section to have small makerspace projects like Makey Makeys to attract people to the table.”
- Lindsey is working on the dining guide.
- Selfie Station
 - Megan has standees
 - Lynn: Space can be a concern at Ocean Place.
 - Should have two tables, maybe go for three tables. Depends on how early we have someone at the conference to stake out tables.
- Table Schedule
 - Early mornings, in-between sessions, and before meals are a must.
 - Less emphasis on during sessions and programs.
 - Maybe get other sections and committees involved
 - Lynn offered to orchestrate the schedule grid. Have used a Doodle poll in the past.

MSC Membership Table Facelift

- Professional-printed banners/posters
 - Lindsey: Printed banners are expensive.
 - After discussion solution: Professional-printed posters mounted on board then displayed on stand-up easels. (Heidi: Set-up company provides easels)
- Raspberry Pi and monitor rather than a digital picture frame
- Publications Committee updates/style guide
 - Emily: Emailed Claire from the Publications Committee about NJLA-internal PR (*PR Committee focusing on external PR*) – agreed that there should be style guide (a document that shows that fonts, colors, and logos to use on publications and materials) for NJLA.
 - We will send a reprehensive to the Publications Committee meeting on 2/12/2015 at Monroe Public Library – Lindsey, Cassidy?

Membership Recruitment

- VALE went well. Lynn, Steve Hrubes, Kerry Falloon, and several members of CUS. They made some very nice PR materials – maybe they will share them on the Google Group?
- Pre-Conference Membership Recruitment – approved by Pat – join now discount.
- Emailing non-members from Fall Events (YS Forum, AS Forum, Performers’ Showcase)
 - James has a list. Emily will email him for the list, so that we can contact them about everything coming up.
 - With marketing NJLA membership we should convey to potential members the savings that they get from joining.
 - Maybe discuss members-only preregistration to events throughout the year to the Association.
 - Emphasize the incentives.
 - Will set-up a Google doc. for making an email template.
 - Use the “Join Now” flier from 2013 (Emily emailed it to the MSC.)
 - **Conference registration is now live!!!**
- Upcoming Recruitment Events:

- YA Toolkit: two sessions
 - Louis Bay 2nd Library (Hawthorne) – February 6th – **Volunteer?**
- Library Makers Toolkit: March 10th - Robin
- NJLA Micro-Conference:
 - Montville Public Library: February 18th - Robin
 - Piscataway Public Library: March 3rd – **Volunteer?**

Social Events/Meet-ups

- January 11th @ Wild Pig Review
 - Went great! Free for us to host and WP loved having us!
- Update on Longwood Gardens
 - Emily Moore followed up: set for 5/31
 - Longwood Gardens is in Kennett Square, Pennsylvania. Bit a drive, but a manageable day trip.
- Update on South Jersey Mixers
 - TJ is working potential events, like Adventure Aquarium and The Tortilla Press.

Open Forum

- Discussed the [Active Shooters Training](#) that is being offered by the New Jersey State Library. Spaces at locations are available.

Next Meetings:

Online via Adobe Connect: 2/19/2015
Madison Public Library: 3/19/2015

Adjourned at 11:50AM