

NJLA Members Services

Thursday July 9, 2015

Monroe Township Library/ Online via AdobeConnect

1. Committee roster → go over contact information and provide adjustments
2. Calendar
 - a. Summer activities → membership 7/1-6/30, renewal and membership mailings
 - b. Typically meet once a month → 8/6 next meeting, continuing education programming to be discussed
 - i. Possible times for following meetings → Thursday AM
3. Active Projects
 - a. New dues structure → entry level membership category and 25,001-40,000 (new) → alert coworker to additional options
 - b. Push to paraprofessionals → yes, inclusive representation
 - c. Membership reporting → mid and end of year
 - i. Increase in membership 2014-2015
 - ii. Less new members in 2015, more library school students and renewals
 - d. Institutional membership → new focus
 - e. Renewals → email campaign, save on paper, encourage online renewals → follow up with postcard mailing, focus on renewal process rather than benefits of joining (add 125 years to postcard) → paper mailing
 - i. December 29, 1890 → found written notes on first meeting, second meeting Melville Dewey in attendance
 - ii. Blow up Trenton picture on postcard and crop lower picture
 - iii. Change font to Ariel → something more modern
 - iv. Paper mailing sent out in September → includes customized notation on post it notes → September 15 to put together mailing at Piscataway
 - v. Online membership status check – can we implement?
 - f. Recruitment → try to be a presence at meetings, flyers (too text heavy?)
 - i. Make a regional flyer → talk about institutional membership (add to website)
 - ii. Advertise hotline for all library positions (free advertising for institutional members)
 - iii. Send out copies for revision → send revisions back within next week
 - iv. In the future look at starting this process before July
 - v. Email invitation to nonmember conference attendees → some responses
 - vi. Institutional members → what benefits do they want, what role do they want NJLA to play → poll directors (?), write a letter to board making them aware of institutional membership
 - vii. Highlight a library once a month on NJLA page (institutional members), will it work(?), get people to like it and share it → nice for existing members but will it recruit(?) → highlight members in articles, newsletter

- viii. Recruitment group → James, Heidi, Maryjean
- g. New member survey → increase in response
 - i. Academic librarian concerns
 - ii. Outreach to new members → Steve, Nick (contact within the month)
 - iii. Difficulty getting to meetings → incorporating AdobeConnect, recorded events
- 4. Strategic Plan → focus on pgs. 4-5
 - a. Target number of 2,000 active members
- 5. Conference → May 16-18 2016 at Harrah's AC
 - a. Presidential theme → All Together, looking at partnerships
 - b. Steve, liaison to conference committee
 - c. Start thinking about conference ideas
 - d. Game with old pictures or facts → reminiscing, learn about history of NJLA (part of a mixer or display?)
 - e. Fashion show → be aware of issues from last year, readjust (think about pros and cons)
 - f. Fall deadline for ideas
- 6. 25 year members → bronze bookmarks, certificate, chocolate bar, photo op
 - a. New ideas
 - b. Lindsey
- 7. Continuing education → produce 1 continuing education event, proposal deadline 8/15
 - a. Creating an online resource center for job seekers, create a series of short videos (interviews, switching public-academic)
 - b. Webinars to help instructing patrons looking for jobs
 - c. Write scripts
 - d. Voice overs, real people
 - e. Suggestions for topics and speakers
 - f. Lindsey → resume and interview specialty
 - g. Emerging leaders speaker webinar
 - h. Brainstorm ideas by 8/6
 - i. Karen Klapperstuck is the NJLA contact for the career project
- 8. Social media → guidelines for use
- 9. Social events planning
 - a. August event → Adventure Aquarium, Camden – event is tabled
 - b. Mixer in NB at Glasswoods Tavern, Hyatt → no cost, drink specials (possibly host when school is in session), coordinate with Zimmerelli museum (meet at museum at 4 → happy hour starts at 6)
 - c. Tentative dates by 8/6
 - d. 10/26 Adult Services forum → iPlay America in Freehold

Attending: Maryjean Bakaletz, Heidi Cramer, Nick Van Dorn, Steve Hrubes, James Keehler, Lindsey Meyer, Lynn Schott, Erica Solomon, Pat Tumulty, Anastasia Vito (online)