

NJLA Member Services  
Committee Meeting

Aug. 6, 2015 @ 10am (Hillsborough Library & Online)



## Meeting Notes

Attending: Maryjean Bakaletz, Cassidy Charles (online), Heidi Cramer, Steve Hrubes, James Keebler, Erica Solomon, Pat Tumulty, Lynn Schott (recorder)

Handouts: Revised Calendar; Updated Flyers for Personal and Institutional Membership Recruitment;

Calendar – Meetings on the First Thursday of the Month. The locations are still being set, but we have publicized our meeting times on the NJLA calendar. The next meeting will be on 9/3 at Piscataway (Kennedy Branch, 500 Hoes Lane) at 10am (& also online).

Presentation to the NJLA Board --August 18. Our committee is responsible for making a presentation to the NJLA Board. In addition to summarizing our work, we have an opportunity to request that the board members take on tasks to assist us in our recruitment efforts. James suggested that we come prepared with a specific list of tasks to engage the board. Suggestions could be things such as tasking individuals with helping to send reminders to renew to various listservs (LMxAC, BCCLS); to contact vendors to ask them to become commercial members; etc. There are about 20 people serving on the board, so we should have a list of options. **Please send your specific suggestions to Lynn by Aug. 14 at the latest.** These suggestions will be shared with James in advance of the meeting.

Paper Mailing to Non-Renewed Members – Sept. 15. Our efforts to reduce costs but still get the message out about renewing has been somewhat successful. At last report, we had 619 renew/new members for 2015-16. That means our target would be to still reach 1,088. The postcard mailing is on its way from VistaPrint. Soon, an additional email prompt will be going out. Any remaining non-renewed members will get a paper mailing from the office. This mailing will have the Personal Membership Flyer (that we just completed, modified for renewal rather than new recruitment); a membership form; a return envelope; and a personalized note from one of us.

Sign-up Sheet- We are seeking volunteers to help with our paper renewal mailing. **Please let Erica or Lynn know if you are available on 9/15 at 1pm (Piscataway—Kennedy Branch) to help with assembling the mailing.** The more hands, the quicker it gets done!

Update the Membership Forms to Include the New Logo. We were reminded that the new logo needs to be put on the “print & mail” forms. Lynn will update the Personal Membership form. (We also need to address the Commercial, Institutional, and Friends.)

Personal Members—New Recruiting. Pat suggested that we send another email to the non-member conference attendees that invites them to become members and that also promotes some of the fall programming. This should be sent before the end of August. We will need to update or list of names from the earlier post-conference “join” email, to account for anyone who did sign up for membership.

Institutional Members. The NJLA website now lists the current Institutional Members. (Under “Support NJLA”: <http://njla.org/content/institutional-members-0> ) We also completed our work on the

Institutional Members flyer. This document now needs to be used. Pat is going to order new decals/window clings to distribute to Institutional Members. She and James (and Chris Carbone) will likely be making visits to some/all of the institutional member libraries this fall. We agreed to support this effort in whatever way we could. To recap, James sent out an email to Institutional Members on 6/30/15. Melissa (in the NJLA Office) is preparing a postcard mailing to remind Institutional Members to renew. She also takes the opportunity to inform non-member institutions to consider membership and the savings it offers when posting to the Job Hotline. There was discussion about addressing a mailing about Institutional Membership to the library's board, rather than just to the director. The NJLA Office does have a list of Trustees in the database. Also, the state report should have some of that information, too. We should be sending a paper mailing out in early September. James has been drafting a copy of a letter. The thought is to customize them to include information that is targeted to their geography/region/neighboring institutions. This mailing would also include a copy of the form, and the Institutional Membership flyer.

[Side note: James will set Pat up to get the email bounce-back notices.]

Other Recruitment. There are still levels of membership for Friends and for Library Assistants that should be addressed. Some of this work overlaps with the Strategic Plan Task Force work.

Academics. Pat wants more work focused on recruiting academic librarians. We discussed getting down to Rutgers for this fall. Pat said she would check with Kay Cassell. Steve also recommended Jay Stefanelli (Associate Director of Student Services) & Joyce Valenza (Director, Masters Program). Steve and Maryjean will work on getting some LISSA listserv announcements released. They would inform and encourage student membership (dual ALA/NJLA) and also invite students to the Sept./Oct. New Brunswick mixer being planned. Some discussion about engagement of academics. Decision to hold a meeting in September with the NJLA, CUS/ACRL, and VALE leadership to clarify relationships and expectations. Joe Toth (VALE), Elizabeth Leonard (CUS/ACRL), Kate Hossain (Membership-CUS/ACRL), James, Pat, Lynn to meet. Lynn will talk to Kate H. and then get in touch with James.

New Member Survey. Contacts with the survey respondents were made. Only one bounce-back reported. (Judith Eisner email, [pumpkinj@verizon.net](mailto:pumpkinj@verizon.net))

MentorNJ (Oct. 2). We were approached by LibraryLinkNJ to participate in this networking event. Erica has been in touch with Mi-Sun Lyu. There are various needs for the event. Attracting panelists is the first task. Emily had already shared a list of the participants from our conference program. With some updating, this may be sufficient. Lynn will contact a few of the academics. A few suggestions were made for public librarians – Kim Paone, Michael Mazekian, Sara Hansen. There will be a segment on resume review and also mock interviews. They are also looking for people to help with the raffle, catering, and planned trivia activity. Not clear how many of us need to be present on Oct. 2. If you have an interest in helping with the planning or on the day of the event, please speak to Erica.

Conference 2016. We may not be able to have a bonfire this year. The pool area is supposed to be nice. A recon mission to see the space is being planned for some time in September. Talk to Steve if you are interested. We are asking that you share your ideas for the conference “swag” sooner, rather than later. We want to have plenty of time to figure out costs and ordering. If you have ideas, please share them. Remember, it is our 125<sup>th</sup> year. The conference theme is “All Together Now”.

Continuing Education Workshop. The deadline to submit is Aug. 15. Erica will contact Allen to see if our work with MentorNJ can count as our program. We will continue to support Karen Klapperstuck's career video project, too.

Social Events.

September. Steve is going to check with Glass Woods Tavern at Hyatt in New Brunswick (<http://newbrunswick.hyatt.com/en/hotel/dining/GlassWoodsTavern.html>) about dates in September. We're trying to find a Saturday that is not a Rutgers home football game. It is looking like 9/19 might work. Again, the intent is to suggest Zimmerli Art Museum (<http://www.zimmerlimuseum.rutgers.edu/>) as an afternoon activity, followed by the meet up at Glass Woods Tavern. [It looks like Zimmerli is open 12-5 on Saturday.] The museum is free. No reservation is required by the Hyatt.

October. Tentatively at iPlay America, following the Adult Services Forum on Oct. 26. Steve is going to check out the location soon. Lynn will contact Jill Stafford.

Next Meeting: **Thursday, Sept. 3 at 10am** (Piscataway Public Library, Kennedy Branch, 500 Hoes Lane)