

NJLA Member Services Committee Meeting Notes – April 7, 2016



Attending: Maryjean Bakaletz, Danielle Cesena, Cassidy Charles, Kerry Falloon, James Keehbler, Erica Krivopal, Lynn Schott, Pat Tumulty (online), Nick Van Dorn (online)

(Online component to the meeting was curtailed due to technical difficulties. Our apologies to any who attempted to join us remotely.)

- I. Proposal to Alter Membership Year Cycle
 - a. Review of drafted proposal (see attached, with revised content)
 - b. Presentation at the April 19 board meeting (at Burlington Co. Lib.)
 - c. Presentation at the business meeting at Conference, May 17 @ 2pm
- II. SCI Career Expo – March 21 @ Rutgers (Maryjean & Cassidy)
 - a. Most of the questions were related to jobs
 - b. Great opportunity to promote Job Hotline and Student Membership
- III. iPlay event raised approximately \$80 for NJLA (Steve)
- IV. Conference
 - a. 25 Year Members – certificates are being printed w/ 125th Anniversary logo
 - b. Members Only Raffle Baskets (Cassidy)
 - i. Vintage NJLA goods – Erica/Lynn will receive from Pat Tumulty on 4/19.
 - ii. Cheer—Cassidy will check with Matt L.
 - iii. Books/Spa/Candy or Snacks
 1. Does anyone have (new) books to donate?
 2. Book Candle
 3. Candy (truffles, etc.)?
 - iv. Madison PL will provide buckets for collecting raffle tickets
 - v. There is no budget for this, so we need to provide all materials. Please consider what you might contribute and contact Cassidy.
 - c. Hospitality Table (we will have 2 tables + chairs)
 - i. Doodle poll for sign-ups forthcoming
 - ii. Signage for Member Services programs (Danielle)
 - iii. Dining Guide/Maps – Steve is going to talk to the hotel to see if they have something suitable for printed copies at the table; NJLA app also to have some of this information.
 - d. Trivia Night (Steve)—Details forthcoming
 - e. Outreach – Invitation to Non-Members (attend 2016 conference at member rate, with membership paid for 2016-17)
 - i. Nick drafted an invite that was sent via the NJLA Office
 - ii. 486 recipients
 1. 153 opened
 2. 29 clicked
 3. 41 bounced
 4. 3 unsubscribed
 - f. Please encourage registration amongst your own library staff, colleagues & friends.



- i. <http://njlaconference.info/>
 - ii. Early Bird Deadline – April 15, 2016
 - iii. Harrah's is \$124/night; details:
<http://njlaconference.info/content/hotel-information>
 - g. Do what you can to promote our programs.
- V. Membership Stats (as of 4/1/16)
 - a. Individuals: 1338
 - b. Institutional: 160
 - c. Commercial: 17
 - d. Friends Groups: 62
 - e. Total: 1577 (our goal is 1700 for this year)
- VI. Next Meeting – **Online, May 5 @ 10:00a.m.**