Minutes of the ACRL College Libraries Section
Membership Committee
Midwinter Meeting, 2004
Virtual Meeting Minutes
November 17-24, 2003

Online Participants: Melinda Dermody, Daphne Harrington, Shirley Lankford, Clara Ogbaa, Kendra St.Aubin, Helena Rodrigues, Jennifer Long

Absent: Elvernoy Johnson and Kitty McNeill

Chair Helena Rodrigues called the meeting to order at 9:05 a.m., November 17, 2003.

CLS Manual

Before addressing the agenda items, Helena brought to everyone’s attention that the CLS executive committee had requested a review of the charge of the Membership Committee in the CLS Manual for accuracy. Melinda inquired if Helena’s name, as chair, is being used in all email correspondence. Kendra replied that the guidelines as printed in the manual specify only that letters of welcome be signed by the chair. She added that the recruitment letters to be sent via COLLIB-L didn’t include any individual’s name, but used the Membership Committee, CLS, ACRL in the signature. Lynda added that she signed the email sent in August to state chapter leaders but had included Helena as the contact for the acquisition of CLS brochures. Finally, Shirley stated that she, too, uses The Membership Committee, etc., on recruitment letters to library school students. Helena agreed that all was fine as indicated and would reserve her signature to letters of welcome and to those who drop membership.

At the same time, Clara inquired if we had a breakdown of membership figures by ethnicity because she thought that our committee should also be targeting culturally diverse colleagues that reflect the diverse clientele in our colleges. She asked if promoting diversity was within our charge and how do we include this issue in the recruitment efforts of this committee. Helena responded by providing membership figures for 2002 and 2003. In response to the question on diversity, Helena stated that the ALA membership form on its web site does not seek that information. The applicant is requested to select a Division, then a Section, i.e. African-American Studies Librarians, Asian/Pacific American Librarians Assoc., ACRL Asian, African and Middle Eastern Section (AAMES), the Black Caucus of ALA, and REFORMA (National Association to Promote Library Services to the Spanish Speaking). To the best of her knowledge, Helena did not believe that ALA keeps ethnicity stats, except for the membership of the above-mentioned groups. At the same time, diversity is not mentioned in the CLS Membership Committee charge. As an active member of ACRL/New England Chapter, she indicated that locally they reach out to all academic librarians and don’t further subdivide them by ethnicity.

No other comments on this matter were offered.
1. **ACRL Membership Committee Report** – Daphne indicated that she had attended only the 2nd half of the committee meeting at Annual in Toronto due to a meeting conflict. However, she did present the following report:

V. 2004 Annual program proposal was discussed:
Topic: Recruiting from diverse backgrounds, potential speakers were discussed.
VI. Report on 1st time attendee orientation at National Conference (Charlotte): Session was well attended (estimated 200), 70% found it somewhat or very valuable. Want more section reps to attend. Future ideas: invite scholarship recipients (scheduling issue?) set up a buddy/mentor program?
VII. Reports on Outreach

- Suggestion to collect recruitment brochures from different ALA sections - appears to be no visual connection, build a @your library type campaign?
- Recruitment Task Force - discussed video, suggestions on how to distribute. Identify helpful web sites like http://www.becomealibrarian.org/
- Look for a sponsor like Johnson & Johnson for nursing recruitment
- Outreach to ALA’s new Task Force on the Association of the Future – what type of relationship? (chair: Maureen Sullivan)

VIII COPE III (Conference on Professional Education) report
Want to make it more inclusive, all library workers not just librarians. Request that all sections review literature for inclusive language and due structure.

2. **Friday Night Feast Plans for Annual** – Melinda reported: “As far as a Friday Night Feast is concerned, I have been in contact with Lis Chabot, who coordinated the dinner last year in Toronto. She kindly shared her notes and gave some tips about the whole process. My understanding is that we can pretty much assume that Haworth Press will sponsor our dinner for up to $1800. I've talked with one of the Conference folks at ALA to get more information about the specific location of the conference in Orlando (it is a somewhat decentralized city). Based on that information, I have begun investigating possibilities of restaurants near the convention center. I think there is also a possibility of a more downtown location, but I will be checking into this further with ALA to see how much will be happening downtown. I am going to try and pick a location that is convenient for attendees and appropriate for the dinner (of course). My brother-in-law also lives in Orlando, so I will probably use him as my on-site contact :-). And as ALA knows more about what will be happening where in Orlando, I will be able to make a better selection about location. From what I've seen so far, hosting banquet (or group-type) dinners is something that many of the restaurants are accustomed to providing, so that should hopefully make things a bit easier. I think that is about all I have to report at this time. If anyone has any ideas or suggestions I welcome them.”

In answer to Lynda’s question about ALA Annual, Melinda said that she had talked to a conference person at ALA who indicated that the Orange County Convention Center will be the main location for the conference. They were not very clear, however, on the location of the other hotels, events, etc., that typically take place outside the convention center. More information should be forthcoming after Midwinter.
3. **Letters to Dropped Members** - Helena reported that since June 2003, 96 letters have been mailed to dropped members, Thus far, I have received 9 responses with various reasons including retirement, finances, and relocated to another type of library. As I receive new lists of dropped members from National, I will continue to contact these individuals to maintain our statistics on reasons why people leave CLS.

4. **Letter to Library School Students** – Daphne reported "I’m afraid to report: I haven’t done much here. I was to follow up to see if Simmons library science students received the letter. The people I initially contacted were not aware of the letter. There has been staff turn over and I will follow up. I was also to review /edit the text but haven’t followed up."

5. **Recruitment on COLLIB-L** – Kendra reported: “I reviewed the letter sent out Dec. 9, 2002 by Rebecca Wilson and made some very minor editing changes. I sent the draft with changes to Helena, who approved the letter for distribution. Based on the discussion at last year’s virtual meeting, this letter should be sent twice a year: in May and by early December. If the committee agrees with this schedule, I will send it out on COLLIB-L on Mon. Nov. 24 (copied to the CLS Membership Committee) and again in early May 2004.”

6. **Letters to State ACRL Chapters** – Lynda’s report stated “I reviewed the letter sent out last year to state ACRL chapters, and changed the contact information of the person to ask for brochures to Helena’s. On August 26th I sent the email to the list of addresses used last year. I received some of the emails back, either because the email address was no longer valid or individuals responded saying they were no longer the contact person for the state chapter. I then tried to track down a new contact person and re-sent the email to the appropriate person when possible. Before mailing another message in March I will try to confirm email addresses for all state chapters.

7. **Additional Recruitment Activities** – No report.

8. **Niche Recruiting of Staff** – Jennifer presented the following: “Below is the breakdown by job responsibilities of current CLS members. The first column is the number of members, and the second column is the principal area of work with code number. Since some members did not indicate a principal area of work, the number of responses (1,908) is lower than the number of personal memberships (2,200). Please let me know if you have any questions or if you have any suggestions for possible ways to target underrepresented areas.

Principal Area of Work of Current CLS Members

1. Literacy (03)
2. Trustee (90)
3. Video/Telecommunications (18)
4. Audiovisual (25)
5. Youth Services (19)
6. Preservation (89)
7. Library Media Specialist (88)
8. Adult Services (02)
9. Cooperative Activities (09)
10. Government Documents (93)

10. **Other recruitment ideas** – No discussion.

The meeting was adjourned on Monday at 3:15 p.m.

Respectfully submitted,

Helena Rodrigues
Chair
ACRL College Libraries Section
Membership Committee

Last Update: February 2, 2004