

ACRL/CLS Membership Committee – 2005 Annual Convention

Minutes

Date of Meeting: June 25, 2005

Members Present: Kendra St. Aubin, Julie Chapman, Shirley Lankford, Kitty McNeill, Marc Meola, Debbie Robinson, Sam Skutnik, Lynda Duke

1. Introductions: Kendra took over as Chair three weeks ago.
2. Friday Night Feast Report (Kendra) : This year the Membership Committee provided the nametags. In an effort to recruit members, dinners were given away to 7 attendees who are not currently CLS members. Kendra will send follow-up letters to the guests. A suggestion was made to offer the free dinners to library school students at a future feast.
3. Chair's Report (Kendra):
 - CLS has 1,329 members as of May 2005, an increase of 4.65% since last year.
 - Each month the Chair receives a list of new, dropped and reinstated members. 485 new members received welcome letters, which need to be revised. Kendra volunteered to revise letters.
 - 406 people dropped their membership. Letters went out asking why they dropped. The most common answers were job change, lack of time and interest, retirement, and financial change. See 8 below for information on turning letter into online survey
4. CLS Executive Committee Update:
 - All existing and new activities must fit into ACRL's Strategic Goals. By August 15, 2005, CLS must have an action plan submitted, including requests for funding.
 - Environmental Scan done 3 years ago shows demographics of populations we should be targeting. The CLS Executive Board will review and suggest additions relevant to college libraries, ranking top 3 priorities.
 - ALA Online Communities will debut in October and will start with committees. There will be threaded discussions and calendars.
 - CLS Communication Committee has put CLS member profiles online and is starting Library Site of the Month.
 - A letter went out on various listservs encouraging people to join COLLIB-L; 200 people joined.
5. ACRL Membership Committee Update (Kendra): The previous Chair sent out an update after Midwinter.
 - Membership Committee needs to keep to the goals of the ACRL Strategic Plan.
 - Membership Committee needs to analyze CLS roles to see if we have underrepresented populations and see how we can remedy that. Environmental Scan done 3 years ago shows demographics of populations we should be targeting

6. CLS Brochures (Kendra):

- Brochures now need to follow a new ACRL template. Kendra will get back to us about the details of the template.
- The “How do I join” url is incorrect. Cross off memform.html
- Suggestion: Add list of opportunities for getting involved.

7. Report on Preconference “Developing and Growing Your Membership” (Marc):

- Presenter was Mark Levin, author of Millennium Membership, Retention Wars, and Membership Development: 101 Ways to Get and Keep Your Me
- Empathy as a strategy. “Personalize, customize, empathize.
- One size doesn’t fit all: Target generations differently. Orient brochures toward demographic characteristics. Empathize first, and then tell them what organization can do for them.
- One brochure, different cover letters.
- Interview new members instead of sending a generic welcome letter pushing certain things.
- Move from being provider of stuff to solver of problems.
- Focus on good prospects.
- “Turn around the turn down”: market membership as investment in career.

8. Recruitment Activities and Ideas for New Initiatives:

- Replace letter to dropped members with online survey created on Survey Monkey. Kendra handed out ACRL/IS survey example Shirley and Debbie will develop a new survey by November. Marc suggested adding demographic questions. Lynda Duke suggested that we tell users up front how much time the survey will take.
- Letters to library school deans to be passed on to student groups. Sam will do.
- Message on COLLIB-L listserv: Kitty will send out a message twice a year encouraging membership.
- Analyze membership demographics: then target listservs of specific populations (GenX, African American, etc)
- Brochures to state chapters : Marc will update letter and send it out on the ACRL state chapter listserv.

9. Next Meeting: Maybe try a virtual asynchronous meeting before Midwinter. Try in-person plus speakerphone attendance. Include more communication throughout the year.
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**Minutes of the CLS Membership Meeting at the Section's Annual Conference Program
Chicago
Sunday
June 26, 2005**

Carolyn Sheehy welcomed attendees to the College Libraries Section's conference program, *Bits and Bytes: Using Technology to Train Academic Librarians as Coaches*. The program was co-sponsored by ACRL's Professional Development Committee, ACRL Personnel Administrators & Staff Development Discussion Group, and LAMA's Human Resources Section. Carolyn thanked the members of the Conference Program Planning Committee: Megan Fitch, Janet Gayle, and Robin Wagner. Carolyn introduced Damon Hickey, Chair, College Libraries Section.

As Chair, Damon Hickey welcomed attendees to the program and membership meeting of the College Libraries Section. Damon stated that the section had no business on the agenda. He thanked Carolyn Sheehy, Chair of the 2005 Conference Program Planning Committee and her committee members for their work in planning the program. He affirmed that the committee responded to his request to plan a program that explored various ways we use technology to accomplish our work.

Damon thanked other CLS committee chairs and officers completing their terms of service and responsibilities:

David Wright, Chair, CLIP Notes Committee
Helena Rodrigues, Chair, Membership Committee
Mickey Zemon, Nominating Committee
Nancy Magnuson, College Library Directors Discussion Group
Daniel Ortiz, Co-convener, Medium-Sized Academic Libraries Discussion Group
Kitty McNeill, Secretary
Susan Richards, Past Chair
Steve Stoen, Member-at-Large

In addition, Damon thanked: Robin Wagner for her significant work as Vice Chair, Chair-elect in making the numerous committee appointments for the section, Ruth Connell for her work as webmaster, and Catherine Lee for serving as editor of the newsletter.

In particular, Damon highlighted the positive and excellent work of Mary Jane Petrowski as ALA/ACRL Staff Liaison for the College Libraries Section.

Respectfully submitted,
Kitty McNeill
Secretary