

Script for Membership Recruitment

Note: This is a presentation guideline. Below you will find the topics and specific points in bold type that you ought to cover in your presentation to the students.

Presenter:

RUSA is one of the divisions of ALA. RUSA stands for Reference and User Services Association. RUSA is the foremost organization of reference and information professionals who make the connections between people and the information sources, services, and collection materials they need. *(Putting RUSA into the context of the entire ALA organization is important. New librarians are often overwhelmed by the organizational complexity of ALA and this sometimes cause them to hold off on getting involved at all. We have received very positive feedback from new librarians after explaining how RUSA fits into the whole.)*

RUSA is responsible for stimulating and supporting excellence in the delivery of general library services and materials to adults, and the provision of reference and information services, collection development, and resource sharing for all ages, in every type of library. This involves facilitating the development and conduct of direct service to library users, the development of programs and guidelines for service to meet the needs of these users, and assisting libraries in reaching potential users. All libraries provide reference service and librarians of all kinds, regardless of specialization, will need assistance at some time during their career and the place to find that help is RUSA.

ALA/RUSA will provide assistance and support to librarians who are on the front lines of public service now and in the future.

I belong to RUSA because I want to be the best librarian I can be and because I am always striving to improve service in our libraries.

RUSA's current plans include providing leadership in professional development for reference and user services librarians and library staff; working toward equity of access; seeking ways to improve participation in RUSA by reference and user services librarians and library staff; ensure the effectiveness of RUSA in meeting its and ALA's mission; and increasing the visibility of RUSA in the profession and society at large.

Presenter's Testimonial:

Note: Describe briefly what RUSA has done for you, either professionally or personally, or both. Make it as specific as possible. Tell a story of one experience you had as a RUSA member.

I belong to RUSA because:

- Example 1. **It provides me a network** of fellow reference and user services professionals and advocates for support and affirmation.
- Example 2. **It provides me with many professional tools** to help me in my job such as national guidelines, discussion lists, publications, a journal – Reference & User Services Quarterly, annual selections of the best reference sources and the best books for adults, and the section Web pages.
- Example 3. **I find many opportunities for individual growth and professional development.** Within the association there are several sections that focus on areas of specific concern such as business reference, historical and genealogical reference, digital reference, collection development, resource sharing, and reference services.* **The ALA annual conference** always has many interesting and helpful programs. This year I attended a program(s) about...and it helped me...
- Example 4. **I have served on committees in which I learned** that my participation and opinions are important. Committees often include a nice mix of experienced librarians along with newer members. So, committee work allows new librarians to get to know some of those experienced leaders who are already making important contributions to the profession. As a member of the _____ committee, I helped...at the national level.
- Example 5. **I learned I could be a leader in my profession on a national level and at home in my own library.** (*people often feel that it's difficult to get involved, so stressing the ease of involvement is key*) If you become involved, you will be offered opportunities to serve on committees, then chair committees, and eventually to lead the association. I was elected to/given positions in which I developed professionally, voiced my opinions, influenced others, and made a difference.

I recommend you consider joining ALA/RUSA and take advantage of the opportunities it offers you to grow as an individual and to be an agent for change in the profession.

Explain student rate and first year rate...

I've brought along membership brochures and information about RUSA committees. There are also handouts for the new Alex Awards and a selection of RUSA lists that you may find useful. Please pick these valuable resources up before you go. We're also on the web at <http://www.ala.org/RUSAMAINTemplate.cfm?Section=rusa> if you would like to look us up after you leave here.

Thanks for listening.

* Use as much information as you deem necessary to elaborate on the sections:

BRASS: The Business Reference and Services Section (BRASS) represents the interests of reference librarians, business information specialists, and others engaged in providing business reference and information services. The section seeks to serve as a medium for the sharing of information and concerns among interested librarians, publishers, and other suppliers of business reference sources and through its programs and projects to help improve the sources and techniques of business reference and information.

CODES: The Collection Development and Evaluation Section (CODES) of RUSA addresses the collection development interests of reference and user services librarians in libraries of all types. Issues of collection development, evaluation, and readers' advisory are more complex and exciting than ever as Web and print publishers offer more resources and as new modes for serving our users become available.

History: The History Section represents the subject interests of reference librarians, archivists, bibliographers, genealogists, historians, and others engaged in historical reference or research. It brings together representatives of history collections in all formats from all types of libraries, archives, and historical societies.

MARS: The Machine-Assisted Reference Section (MARS) represents the interests of those concerned with attaining the highest possible quality in planning, developing, managing, teaching, or conducting all forms of computer based reference and information services in libraries and addresses issues concerning virtual reference services, document delivery, and networked information resources, among other topics.

RSS: The Reference Services Section (RSS) represents the interests of librarians and library support staff engaged in all aspects of reference and information services including the delivery, management, and evaluation of reference and users services in all kinds of libraries.

STARS: The Sharing and Transforming Access to Resources Section (STARS) brings together librarians and library staff involved with interlibrary loan, document delivery, remote circulation, access services, cooperative reference, cooperative collection development, remote storage, and other shared library services as well as publishers, producers, and suppliers of products and services which support resource sharing activities.