

Policy No: J-21

Subject: Committees Commission: Member Engagement

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Effective Date: 6/21/19

Revision Date(s):

Review Date(s):

Review Responsibility: AASL Board of Directors, AASL Member Engagement Committee

Policy Statement:

The AASL Member Engagement Committee is responsible for planning, organizing and executing the member engagement activities of the association.

Focus:

Primary: AASL Board of Directors, AASL Member Engagement Committee

Purpose:

To describe the duties of the AASL Member Engagement Committee.

Procedure:

Committee objective(s):

1. Promote AASL membership to non-members.
2. Ensure that AASL are members are aware of activities and resources available to them as members.
3. Actively engage new AASL members.

Committee composition:

1. The co-chairs are appointed by the AASL President-Elect for a one-year term. Prior AASL committee experience is required. The co-chair position is limited to four consecutive years. The chair may resume the chair position after one year off the committee.
2. The committee should consist of a minimum of ten members, each member appointed by the AASL President-Elect for two-year terms. The committee member position is limited to two consecutive terms.

Co-Chair responsibilities:

1. The co-chairs work will be divided with an internal and external focus:
 - a. External co-chair will be primarily focused on face-to-face events including managing coverage for the ALA Annual Conference AASL booth, organization of AASL's First Timers Orientation, and promotion of AASL to external groups.
 - i. Attendance at both ALA Annual and AASL National are a requirement for this position.
 - b. Internal co-chair will primarily focus on contact and communications to new members, anniversary year members, and state Affiliate communications and resources.

Committee responsibilities:

1. Encourage membership in AASL through face-to-face events (ALA Annual Conference, AASL National Conference, State Affiliates, etc.)
2. Engage new and anniversary members through various communication channels.

3. Plan, organize and execute recruitment and retention strategies for both internal and external groups.