

ALA Committee on Membership Meetings  
2016 Mid-Winter Conference, Boston  
Westin Water Front Hotel, Grand Ballroom  
Friday, January 8, 2016

In Attendance: Derek Mosley (chair), Holly Camino, Monika Chavez, Mike Marlin (COMM member and executive board liaison), Karen Miller, Lois Ann Gregory-Wood and Ron Jankowski (staff liaisons)

1. Welcome and Introductions
  - All attendees introduced themselves.
  
2. Notes and Minutes
  - Derek asked if there were any questions regarding minutes from annual
  - Discussed the Membership meeting in San Francisco and those present felt it was well attended. The incentive raffle for two free registrations to ALA Annual 2016 in Orlando was well received.
  - It helped that committee members went out and advertised the meeting during the convention
  
3. Virtual Meeting
  - 2016 ALA Virtual Membership Meeting will take place on June 2, 2016 from 2:30-3:30 p.m. central time.
  - Ron discussed that reducing the time from 90 to 60 minutes in 2015 was well received as the number of attendees increased. 60 minutes is easier for people to break away from their day and participate in the meeting and we will keep the meeting to 60 minutes in 2016.
  - VMM 2015 had its first resolution presented and was adopted by ALA. Feedback from the Sustainability committee that proposed the resolution they would have liked to have presented the resolution themselves.
  - VMM has its own set of guidelines and Lois-Ann will send those out to the committee and they are available online as well.
  - VMM 2016 advertising will need to begin in April.
  - Ron and Lois-Ann will send the committee previous advertisements created by the committee as a resource.
  - Committee discussed ideas for keeping membership online for the full hour. Some ideas included gift card to the ALA store, an iPad, Free 1 year membership to ALA.
  - Ron suggested that the post event survey that is sent out after VMM be used to award a prize for someone that participates for the full hour of the VMM and completes the survey.
  - The committee is expected to sign on and participate in VMM and to promote and advertise the meeting to colleagues.

- VMM is free to attend and can accommodate up to 1500 online
4. In-Person ALA Membership Meeting
    - Saturday, June 25, 2016, 4:30-5:30 p.m.
    - Committee will need to help advertise the meeting during the conference by handing out flyers and walking around with signs
    - Email blast to all members reminding them of the meeting date/time/location
    - We need a quorum of 75 people to keep the meeting going
    - We discussed ways to engage members and get them to attend the meeting, incentives and the possibility of serving a treat were discussed.
  5. Report of Executive Board Liaison, Mike Marlin
    - a. Membership
      - Membership is up. At the end of November total ALA membership was 58,952. This is 3,513 greater than last year.
      - Addition of 3400 new organizational members as part of the ALA/United for Libraries statewide trustee/friends group initiative.
    - b. Libraries Transform
      - ALA's new, multi-year public awareness campaign
      - Goal is to increase funding support for libraries and advance information policy issues in alignment with ALA advocacy goals.
      - Key messages are the five e's: education, employment, entrepreneurship, empowerment, and engagement.
  6. Other information
    - ALA's 140<sup>th</sup> anniversary is October 2016.
    - Derek will email survey monkey to see dates that will work for the committee to have a meeting via conference call.
    - Derek asked Mike to ask the ALA board for a budget for this committee.
    - Ron recommended that Derek and Mike set up conference call with Keith and Sari.