

NCLA Membership Committee Report July 21, 2006

The Membership Committee Yahoo Group currently has 18 members. There are still some sections/roundtables who have not provided a representative. Email carolinejwalters@verizon.net with your representative contact information or for more information about the group.

The NCLA Display and/or membership brochures were used on the following events:

- Paraprofessional Conference (May 12th) – ECU – Display and special membership discount.
- ANCHASL Meeting – (May 5th) – UNC-Charlotte – Membership brochures and applications were available at this meeting.
- RTSS Spring Workshop – (May 30th)– Kim took the display and membership applications to the workshop.

Upcoming Events:

- The display and special membership pricing, plus a basket of NCLA goodies, will be available at the Community College LRC conference, Raleigh, NC July 26-28.

Other Items:

- Sections and Roundtables are requested to contact Caroline (carolinejwalters@verizon.net - please note new email address) with scheduled meetings, events and workshops so that membership brochures and applications can include upcoming events. Also please let her know when your event is taking place and the committee can provide the NCLA display, special membership pricing for the event and goodies for give-a-ways.

The NCLA Core Membership Committee met on July 6th. Discussion included:

- The committee discussed the use of Survey Monkey for the creation and dissemination of a member/non-member survey. A monthly fee of \$20 would be required to obtain access to their services. Burnette Bell will coordinate the creation of the survey and indicated that a six-month subscription to Survey Monkey would be needed. (**See below for Board Action Requested.**)
- The committee discussed the proposed contact information letter to be sent to all NCLA members. This letter will be used to update mailing information, demographic information and to allow members to opt out of mailing list sales and printed copies of NCL. The Financial Vitality Committee is requesting permission to offer an opt-out for the NCL.
- The committee discussed the proposal from ALA on joint membership. Caroline contacted ALA to see about possible professional joint membership opportunities for all professionals, retirees or new professionals. (**See below for Board Action Requested.**)
- Terry Herr-Wehrli and Burnette Bell will create a list of all library education programs in the state to help promote NCLA to students (both MLS,

undergraduate and associate programs). This will be used on conjunction with the NMRT and NCASL to market the ALA joint memberships and NCLA membership to students.

- Brandy Hamilton will work on a proposal for updating the current membership display (adding new sections/roundtables names) and creating smaller displays (posters size) that can be moved around the state easier.
- The committee discussed creating a new member handbook to be sent with each new member package. It was decided that to save money all renewal or new member letters will be revised to include instructions on accessing the NCLA website. Additionally the committee will work with the NMRT and the Webmaster to create an easily accessible link for new members for easier access to contact information for section and roundtables and explanation of NCLA benefits/workshops/services. Something along the lines of “NEW MEMBER” button on the front page would provide direct access to this section. In conjunction, Caroline will work with Bao to update the membership page on the website.

Board Action Requested: The following items need to be voted on by the board:

- The Membership Committee requests approval of the board for \$20 per month for six months (August – January) to contract with Survey Monkey for the creation and implementation of a member and non-member survey.
- The Membership Committee requests approval of the board for the ALA proposal for Student joint memberships for two years for new members to ALA, but not necessarily to NCLA.
- The Membership Committee requests approval of the board for the ALA proposal for Support Staff joint memberships for the first year of membership only and for only those who have not been a member of either organization.

Respectfully Submitted,
Caroline J. Walters, Chair