

NCLA Membership Committee Report January 26, 2007

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

- The display went with Peggy Quinn to Tarboro for the LAMS workshop – “Who’s Following Your Lead” on October 27.
- The display then went with Carol Laing to the CSS’s Retreat in Brown Summit Nov. 2-3.
- The Display will be going to the CUS Workshop in Greensboro, February 2, 2007.
- The display will then go to Mocksville, February 9, 2007 for the RTSWL workshop.
- NCLA will also have brochures and applications at the Teaching Resource Center summit at ECU on February 3, 2007.

Reminder that if anyone is having an event where the NCLA Display or brochures would be useful email Caroline at carolinejwalters@verizon.net – email ASAP to get on the schedule.

- **Requests for Funds #1:** The Committee would like to request funds totaling \$800 for the creation of three standup displays with literature pockets (see picture), for membership recruitment. These displays will be small enough to be shipped via USPS or UPS at minimal cost and will include literature pockets for brochures, applications and information about NCLA. We will also have them spread out across the state at convenient locations for easy transport to workshops and conferences.



NCLA/ALA Joint Student Membership:

- Upon approval of the NCLA Board in October, 200 paid joint student memberships were offered to students at North Carolina library schools. Membership applications are being sent to the NCLA office first for payment and then on to ALA for processing. Processing time is about 3 months to go through NCLA, ALA and back to NCLA. Procedures are in place for contacting new members through this program and are being handled by the office well – GO KIM!

NCLA Membership Awards:

- The membership committee is responsible for the awards listed below at the next NCLA Conference (Oct 2007 – Hickory). Over the next few months we will be calling for nominations for this awards – this will be posted to the website and the listserv.
 - The North Carolina Library Association Distinguished Library Service Award: Presented every two years or when deemed appropriate, to a professional librarian or in memory of a deceased professional librarian. Criteria include distinguished professional library services to North Carolina, significant service or other professional contributions provided during either a short or long span of time, and service resulting in a regional or national impact on librarianship in general.

- The North Carolina Library Association Life Membership Award is given to retired librarians whose contributions to the state and to the profession were especially notable.
- The North Carolina Library Association Honorary Membership Award is presented to lay citizens who have made outstanding contributions to the development of libraries and library programs in the state.

Membership Survey:

- Burnette Bell has completed the NCLA online survey via Survey Monkey. It will roll out February 1 and be active for two months (February and March). We want both members and non-members to participate. A separate webpage has been created and will be accessible through a link at the end of the survey to allow participants to add their names and emails to a drawing for NCLA merchandise, membership rewards and conference registration (offered by two sections). See the attached copy of the webpage for additional information on the prizes. Drawings for NCLA merchandise will be done March 10 and again April 10.
- **Request for Approval #2:** The Membership Committee requests permission to offer two free memberships (one to a current member and one to a non-member) and four free section/roundtable memberships to any survey participant. Two of the section/roundtable awards will be made March 10, the other two April 10. Both membership awards will be made April 10.

Additional Items:

- **Requests for Funds #3:** The Committee would also like to request funding of \$1300 for 2000 sheets of letterhead with an integrated membership card. This amount will cover more than a year of membership confirmations. The letterhead would replace the current costs of membership cards, some NCLA letterhead and cut down costs for in-office printing of membership cards as well as staff time associated with printing, separating and mailing out membership confirmations. Samples will be available at the Board Meeting.
- **Requests for Funds #4:** The Committee would like to request funding for the creation of NCLA Coffee Mugs (similar to the pictures at right) to be used as membership incentives. They would be used for new onsite memberships and as give-a-ways, similar to the current use of NCLA items left over from the last two conferences. The Committee would like to request \$850.00 in funds to order 500 coffee mugs for this purpose.



Respectfully Submitted,
Caroline J. Walters, Chair