

NCLA Membership Committee Report July 2010

Outreach: Membership had representation or a table at the following events this quarter: NCLPA Workshop, Joyner Library (ECU) Staff Day (6 NCLA applications received), ECU Paraprofessional Conference (3 NCLA applications), CUS NCBIG Workshop (8 NCLA applications), BLINC Quarterly Workshop, Cooperating Raleigh Colleges Library Workshop (6 NCLA applications), Triangle Networking Breakfast (1 NCLA application).

Upcoming Events: Membership will have a table/representation at the following events

- NMRT Networking Breakfasts: 7/31 @ Mimi's, Greensboro; 8/14 @ Café Carolina, Chapel Hill
- BLINC Workshop, 8/10 @ Elon University
- SLIS Orientation, 8/13 @ NC Central University
- RTSS Fall Workshop, 9/30 @ UNC Greensboro
- RASS Workshop, 9/24 @ Cameron Village Library

Membership Promotion: Jackie Frye of NCLPA suggested the Membership Committee consider a reduced-rate promotion for non-NCLA members who register for section/round table workshops and pay a non-NCLA member registration fee. *(For example, a non-NCLA member registers for an NCLPA workshop at \$30, where NCLA/NCLPA members pay \$20. The non-member has the option to join NCLA and NCLPA at the workshop and apply their extra \$10 (the difference between member and non-member registration) to NCLA/NCLPA membership dues. They take an extra \$10 off their membership dues at the table and that money is transferred from the NCLPA account it was originally paid to, into the account for membership dues.)* The Membership Committee thinks this is a strong promotion, albeit one that reduces workshop revenue for sections/round tables) and solicits board feedback and feedback from section/round table boards. We would like to gauge the interest of other sections/round tables to offer this promotion at their workshops.

The Membership Committee once again discussed the possibility of offering economic vouchers to unemployed librarians. As membership dues for those earning less than \$10,000 currently costs \$15, and taking into account that the fee is reduced by \$5 at many free NCLA events around the state, the Committee feels that \$10 for membership is not a prohibitive cost. We have decided not to pursue the topic.

The UNC Student Chapter of the ALA has agreed to feature the new joint NCLA/ALA student application on their website and post copies on their bulletin board.

Membership Survey: Amy Gustavson has created a survey (see attached) for lapsed members, with several questions modeled after the 2007 Membership Survey. We plan to send out the survey in August, but are unclear whether we should create a Drupal feedback form or if we can use SurveyMonkey. Membership requests feedback from the board on the survey questions.

Membership Priorities: We recognize that current member information in the membership database may be incorrect or outdated. In an effort to address this, the membership committee feels the need to enact a plan to contact libraries, library schools, and librarians across the state to encourage individuals to verify their contact information and NCLA membership status. Though the plan is not fully formed, we believe the best course of action would be to contact librarians directly, asking first if they are an NCLA member. If yes, they would be instructed to log on to their member profile to check/update their contact information and membership status. If they find their membership status incorrect, or are

otherwise unable to log on, they would be directed to contact someone (Membership Chair? Kim? Committee member?). If they are not a member and would like to join, they would be given directions how to do so.

To achieve this, we plan to divide the state into sections assigned to a team of Membership Committee members, who would contact library directors, library schools, etc. in that area with a request to help us update the membership records and distribute the email to their employees/students/etc. We hope that dividing up the state will make follow up easier and the project more manageable, and personally appealing to library directors for help will ensure a high rate of response.

Before we can further develop this plan, however, we feel there are several barriers that need to be addressed within the online member/membership area, including:

1. online renewal— We feel the instructions are unclear, the personal membership link for purchase is difficult to find, and it is not intuitive how to renew section/round table memberships.
2. new memberships— We feel it should be a priority to make this publicly available asap.
3. current and past memberships— There is very little information in members' online profiles; members' current expiration date is not immediately listed, nor are current or past section/roundtable memberships. It would be helpful when renewing to be given a reminder of which sections/roundtables one has been a member of, to aid in choosing which to renew or rejoin.

It's unclear, taking into account the Committee's limited familiarity with Avectra, if these issues are related to its capabilities or just to the way in which we've set the system up. It's also not known who was involved in choosing the system, what criteria was considered, or why this particular product was chosen, but we think convening an ad hoc working group to look at and address the above issues should be a priority.

***Respectfully Submitted,
Jennifer Hanft, Chair***

NCLA Membership Committee Survey

Greetings!

The NCLA Membership Committee noticed that you did not renew your NCLA membership during the past fiscal year. Please help us to improve our organization by providing feedback on your NCLA experience.

If you have received this message in error or have additional questions, please contact Jennifer Hanft, NCLA Membership Chair at hanftjen@meredith.edu. If you would like to renew your NCLA membership, please visit the Membership page (<http://www.nclaonline.org/organization/membership>).

- 1) Name (Optional)
- 2) Please tell us which sections and round tables you joined. (Choose all that apply.)
 - BLINC (Business Librarianship in NC)
 - Children's Services Section
 - College & University Section
 - Community & Jr. College Libraries Section
 - Government Resources Section (prev. Documents)
 - Library Administration & Management
 - Circulation SIG
 - Personnel/Staff Development SIG
 - NC Association of School Librarians
 - NC Public Library Trustees Association
 - Public Library Section
 - Reference & Adult Services Section
 - Resources & Technical Services Section
 - Literacy Round Table
 - New Members Round Table (included in first two years of membership automatically)
 - NC Library Paraprofessional Association
 - Round Table for Ethnic Minority Concerns
 - Round Table on Special Collections
 - Round Table on the Status of Women in Librarianship
 - Technology & Trends Round Table
 - Don't know
- 3) How satisfied are you with your previous level of association activity and service?
 - Very satisfied
 - Satisfied
 - Somewhat satisfied
 - Unsatisfied
- 4) What do you perceive as the association's strengths and weaknesses?
- 5) How satisfied are you with your previous level of section/round table activity and service?
 - Very satisfied
 - Satisfied
 - Somewhat satisfied
 - Unsatisfied
- 6) What do you perceive as the section/round table's strengths and weaknesses?
- 7) What is your primary reason for not renewing your NCLA membership?
 - Membership fee is prohibitive.
 - Unable to attend any meetings/workshops.
 - Meetings/workshops are not valuable to me.
 - I am in enough professional organizations.
 - NCLA does not represent my interests/goals.
 - Other (please specify)
- 8) Other Comments

Thank you for completing the NCLA Membership Committee Survey.