

NCLA Membership Committee Report April 2010

Outreach: Jennifer spoke to staff at Wake County Public Libraries during lunch at their annual Staff Development Day to encourage NCLA membership and speak to the benefits of joining NCLA. She staffed a membership table at the event as well. Jennifer also participated in a panel presentation with Emily King, chair of NMRT, and others at UNC's School of Information and Library Science and promoted NCLA membership to graduate students. In addition, she attended the two NMRT Networking Dinners in the Triangle this spring.

A new ALA/NCLA Joint Student Membership Application has been requested from ALA to replace our current application, which has expired.

Committee Responsibilities: The committee further developed the concept of a team approach to Membership Committee responsibilities. We are working toward individual committee member oversight of five important Membership Committee initiatives: working with section/round table representatives, membership web content administration, library school/workplace recruiting visits, NCLA membership roster updating, and workshop/event administration.

Marketing Sections & Round Tables: The committee is moving forward with its work to help promote membership in NCLA's sections and round tables. We will continue to offer \$5 discounts on NCLA membership dues to anyone who joins or renews at an event (workshop, mini-conference, networking dinner, etc.), plus an additional free gift (NCLA t-shirt, mug, tote bag, etc.) to first-time members.

In addition, we feel it's very important for both current and lapsed members to hear from any section(s)/round table(s) they did not renew membership with, in addition to the more general letter(s) NCLA Membership sends out. We are beginning to work with section/round table representatives to customize letters to emphasize section/round table benefits, events, and opportunities for involvement.

Growing NCLA Membership: Building on suggestions from Executive Board members, we are working toward increasing NCLA membership in several ways: we plan to roll out a survey to all expired members this July in an effort to determine their reasons for not renewing their membership and gather feedback on other aspects of their NCLA experience; we are currently developing the details on a membership drive to kick off this summer or fall, to be promoted with an article in *Tar Heel Libraries* and information on the NCLA website, and other marketing; we are planning to reach out to libraries in North Carolina to encourage current and lapsed NCLA members to update their contact information.

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

- BLINC Workshop, May 6th @ High Point Public Library
- Joyner Library Staff Development Day, May 11th @ ECU
- J.Y. Joyner Paraprofessional Conference, May 14th @ ECU
- NCBIG Workshop, May 21st @ UNCG
- Metrolina Info Literacy Conference, June 17th @ Johnson & Wales
- SLIS Student Orientation, July @ NCCU

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