

NASIG Newsletter

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Other NASIG News

Committee Updates

Membership Development

November 2010

Chair:

Janet Arcand (Iowa State University)

Members:

Pat Adams (Swets Information Services)

Janie Branham (Southeastern Louisiana University)

Jen Frys (SUNY Buffalo)

Sarah Morris Lin (ReedSmith LLP)

Vicki Stanton (University of North Florida)

Sarah Tusa (Lamar University)

Board Liaison:

Jenni Wilson (Alexander Street Press)

Narrative of Activities since Last Report

Continuing Activities

- The committee continues to contact non-renewing members, giving them personalized instructions on how to renew their membership.

Completed Activities

- 95 members who had not renewed in the months of April through August have been contacted by email and given information on how to renew their memberships. 14 of the individuals emailed back

with questions or further information, which were answered by the committee or by NASIG officers.

- The committee recruited a new member, Pat Adams, who can help represent the vendor point of view.
- A telephone conference call was held on October 27 during which committee members discussed possible directions to pursue for increasing membership and retention of members. The notes of the report will be found below.

Budget

A 2011 budget was submitted on November 3, 2010

Action(s) Required by Board

The committee was asked to brainstorm ideas for new ways to recruit members, beyond what NASIG is doing now, and to come up with some creative approaches to recruitment and perhaps non-traditional targets. These are the notes of our conference call:

We discussed how to improve membership, in terms of recruitment and retention. Some of the ideas have monetary implications and the NASIG Board will need to give us input:

- Can a membership be reduced for first year members by \$25.00, so they only pay \$50.00? This could be modeled similarly to how ALA handles new memberships.
- How about a free conference prize, available to a pool of first time members? Does that typically just cover the conference registration, and not extras?
- Partnering with other organizations: There are 50% reduced rates for NISO events in a partnership with

NASIG. Can we do this with other organizations, including SISAC and BISAC? The information about this benefit does not appear in the brochure. Does it appear in the online information? Can it be made more prominent by adding it to the online information and the next brochure batch printed?

- There was some discussion about what are the benefits of membership, besides going to the conference. The NISO information is not well known. There may be other tangible, monetary benefits we could play up.
- Continuing Education Committee: Can we partner with them by finding out their regional workshops and sending them material to distribute? Perhaps this is another area for a discount, for joining while attending one of these workshops?
- Was there a combined membership/ conference rate last year; will it be possible for 2011?
- NASIG needs to have a more value-added package for its members in these times.

We discussed communication methods for membership drives:

- Can we have an organization-wide membership drive, asking all NASIG members to pass on membership information to colleagues or contacts?
- Social networks: NASIG has Facebook and has 217 members there. Can we use Facebook to suggest that the members there send membership information to other contacts in the network? What about LinkedIn also?
- Can we ask vendors to help in publicizing NASIG information to their customers and contacts in the library world? It might be possible for vendor members, in their emails to their clients, to mention when they were about to attend NASIG and to mention some of the benefits to being NASIG members. It is rare for vendors to send out fliers these days, but they do mention in their emails if they are attending a conference. They probably do the same thing on their company Facebook pages. If NASIG vendor members are attending a conference with exhibits, such as ALA, Charleston, or ER&L, they may be willing to arrange for NASIG fliers to be distributed there.

We discussed whether mailing out NASIG brochures would be worth it (as opposed to electronic communications):

- Regarding the cost of the brochures, we would like to know if sending out the brochures to Charleston conference vendor attendees had any discernable result; can we get a list of the contacts they were sent to (all non- NASIG members) and check to see if they ever signed up? Or is this something the Registrar already knows?
- We may want to send them out only to a targeted group rather than a mass mailing. Perhaps we could use them for the Greater St. Louis region, or the general region, depending on whom we target.
- We are concerned about whether the brochures can be updated to include membership benefit information such as NISO discounts. Did the NISO benefit start up after the last time the brochure was designed? The brochures may mention benefits too vaguely to really be attractive to recruits.

There was some discussion of groups or areas to target:

- Can we target the geographic area of the St. Louis conference, such as Missouri and the surrounding states? Try to contact librarians and companies in this area?
- Can we follow up with the list of past Award winners to see if they are still members?
- Library schools. We should make sure our information is being sent to library schools (is it being routinely sent now, or do we need to make a special effort to do this? Is this something that Student Outreach does?). For the upcoming meeting, can we contact library schools in the region especially?
- Could we get help from the Missouri Library Association, the Illinois Library Association, and other regional groups to promote the upcoming conference (and membership)?

We discussed an idea that could help in retention:

- An idea for the Board in retention and attracting members: can there be a mentoring program that is in place besides the conference mentoring. New members would appreciate having contacts to ask questions to help them know what they need to

know about NASIG or their profession, if they are new to it.

Questions for Board

- Can a membership be reduced for first year members, by \$25.00, so they only pay \$50.00?
- How about a free conference prize, available to a pool of first time members?
- Partnering with other organizations. There are 50% reduced rates for NISO events in a partnership with NASIG. Can we do this with other organizations? The information about this benefit does not appear in the brochure. Does it appear in the online information? Can it be made more prominent by adding it to the online information and the next brochure batch printed?
- Are there other tangible, monetary benefits we could play up in the brochures?
- We are concerned about whether the brochures can be updated to include membership benefit information such as NISO discounts. Did the NISO benefit start up after the last time the brochure was designed? The brochures may mention benefits too vaguely to really be attractive to recruits.
- Continuing Education Committee: Can we partner with them by finding out their regional workshops and sending them material to distribute? Perhaps this is another area for a discount, for joining while attending one of these workshops?
- Was there a combined membership/conference rate last year? If there was, will it be available again for the 2011 conference?
- Did sending out the brochures to Charleston Conference vendor attendees have any discernable result? Can we get a list of the contacts they were sent to (all non- NASIG members) and check to see if they ever signed up? Or is this something the Registrar already knows?

- Library schools: Is NASIG membership information routinely sent to library schools?

Recommendations to Board

- The MDC could target the geographic area of the St. Louis conference, such as Missouri and the surrounding states, and try to contact library schools, librarians and companies in this area, to publicize the upcoming conference and try to recruit new members?
- Have the MDC follow up with the list of past award winners to see if they are still members?
- Get help from the Missouri Library Association, the Illinois Library Association and other regional groups, to promote the upcoming conference (and membership)
- Have an organization-wide membership drive, and ask all NASIG members to pass on membership information to colleagues or contacts.
- Use NASIG's Facebook page or LinkedIn to suggest that NASIG members there send membership information to other contacts in their social network.
- Ask vendor members to help publicize NASIG by mentioning when they are going to NASIG conferences, through email or Facebook, etc. If vendor members are attending a conference with exhibits, ask if they are willing to help distribute NASIG fliers there.
- Have a mentoring program that is in place besides the conference mentoring, to help with retention of new members.

Submitted by

Janet Arcand