

NASIG Newsletter

Vol. 26, no. 2

May 2011

eISSN 1542-3417

Committee Reports

2010/2011 Membership Development Committee Annual Report

Submitted by: Janet Arcand

Members

Janet Arcand, chair (Iowa State University)
Pat Adams, member (Swets Information Services)
Janie Branham, member (Southeastern Louisiana University)
Jen Frys, member (SUNY Buffalo)
Sarah Morris Lin, member for part of the year (ReedSmith LLP)
Vicki Stanton, member (University of North Florida)
Sarah Tusa, member (Lamar University)
Jenni Wilson, board liaison (Alexander Street Press)

Continuing Activities

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

Completed Activities

Of those members who had not renewed in the months of April 2010 through February 2011, 220 have been contacted by email and given information on how to renew their memberships.

The committee recruited a new member, Pat Adams, to represent the vendor point of view.

Two telephone conference calls were held. One was held on October 27, during which committee members discussed possible directions to pursue for increasing and retaining membership. The other call was held on March 29, 2011 to discuss the approved initiatives and allow committee members to volunteer for these projects.

Budget

The \$1380.00 budget was submitted on November 3, 2010.

Actions Required by Board

Current actions:

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. A number of ideas were generated at the first conference call; these ideas were submitted to the board. Some of the initiatives were approved and are mentioned below.

The NASIG Board asked the committee to pursue the idea of having a drawing for free registration for the following year's conference, for first time members only. Sara Tusa is drafting some ideas for this.

The committee will pursue asking vendors to help publicize NASIG and the conference to their contacts in the library world, to mention the conference in their

emails or Facebook regarding conference attendance, and to ask if vendor members will be willing to distribute NASIG flyers at other conference exhibits they attend. Database and Directory has already provided us with a list of vendor and publisher members. Pat Adams is working on this initiative.

The committee will work on sending out NASIG information (brochures or the online equivalent) to a targeted group of individuals or corporate bodies in the Greater St Louis area. Jennifer Frys is working on this.

The committee will follow up with past NASIG award winners to see if they are still members, and will contact any non-members to urge them to rejoin NASIG. Jennifer Frys is looking up the status of past members and will draft a recruitment letter.

The board approved a plan for the committee to contact the library associations of Missouri and the eight surrounding states to ask if they would distribute conference information to their members. Janet Arcand contacted the presidents of all nine states (Missouri, Illinois, Iowa, Nebraska, Kansas, Indiana, Tennessee, Arkansas, and Oklahoma) and included the conference information and link. Six officials replied and agreed to distribute the information to their members.

The committee was asked to have a booth at this year's Vendor Expo at the Conference. Janet Arcand will be able to help staff the booth, and Sarah Tusa may also be able.

The board has asked the committee to make recommended changes to the membership brochure to include information about organizational membership. The board expects the committee to respond back within three months (late June).

The board has also asked the committee to prepare a non-renewal survey and come up with a plan to send this survey to those who do not choose to renew. A survey question has been devised. After MDC consultation with both Database & *Directory* and

Evaluation & Assessment, a plan has been submitted for board approval.

Future activities:

The NASIG Board approved the idea of having an organization-wide membership drive, and asked the committee to write up an idea for having a drawing for a free year of membership from the pool of members who recruited a new member. The committee agreed to save this idea for next year's committee, timing it so that it can occur before 2012 registration is over.

The board also approved the idea of using Facebook and LinkedIn for promoting membership. The committee agreed to hold this over for next year's committee and tie it to the membership-drive initiative.

The board has asked the committee to contact the Mentoring Group and ask them to encourage members to stay in touch with mentees for the entire year. Janie Branham has agreed to contact the group, but we had a question for the board about the protocols of doing this, and the mentor volunteer letter has already gone out for the 2011 conference. This idea may be followed up by next year's MDC.

Submitted on: April 29, 2011