

# NASIG Newsletter

Vol. 27, no. 1

March 2012

eISSN 1542-3417

## Committee Reports

### 2011/2012 Membership Development Committee Mid-Year Report

Submitted by: Sarah Tusa

#### Members

Sarah Tusa, chair (Lamar University)

Steve Kelley, vice-chair (Wake Forest University)

Janet Arcand, member (Iowa State University)

Pat Adams, member (Swets Information Services)

Janie Branham, member (Southeastern Louisiana  
University)

Rick Anderson, member (University of Utah)

Jen Frys, member (SUNY Buffalo)

Robert Boissy, board liaison (Springer Publishing)

#### Continuing Activities

Members of the MDC continue to send letters to non-renewed NASIG members, as informed by the Database & Directory (D&D) contact.

As of 2012, MDC will commence to send a welcome letter to new NASIG members, as informed by D&D.

#### Completed Activities

Members of the MDC collectively sent renewal reminders to 60 (sixty) lapsed NASIG members, as identified by the Database & Directory Committee. Generally, the only individuals who respond are those who had difficulty renewing. The MDC put such individuals in contact with the appropriate individuals

who can provide technical support. A couple of non-renewed NASIG members actually responded to indicate they would renew.

#### Budget

Sarah submitted a budget of \$20.00 to cover the cost of one conference call, to be scheduled by early spring 2012.

#### Action(s) Required by Board

Rick Anderson drafted a letter to welcome new members and Sarah Tusa coordinated with Maria Collins of D&D to receive names and contact information of new members on an ongoing basis.

Janet Arcand retrieved an Action Item from 2011 that Sarah Tusa had submitted, included here:

To encourage attendance at the First-Timers' reception, it seems to me that someone from the Membership Development Committee could coordinate with the Local Arrangements Committee to arrange for a drawing among those first-timers who attend the reception. The drawing could either be held during the reception – probably an hour after it starts – or the next morning during announcements. It would probably involve placing a ticket either in the packets of those who are first-timers, or simply hand tickets at the reception. We would need to purchase a roll of tickets such as those that are given out at fairs. We use those at Lamar University for prize drawings at our annual Staff Appreciation Day. Some gives a ticket to the first-timers – presumably identified by a dot on the name tag – and be sure to keep the corresponding

duplicate ticket. For each ticket given out, the corresponding duplicate ticket goes into a bowl or similar receptacle.

Again, the drawing could either take place during the First-Timers reception or the next morning during the announcements that generally take place before the morning (usually "Vision") session.

[Per Janet Arcand: "I think the item was shelved at that point because we were never going to be able to get it okayed or organized in time for last year's conference. Perhaps now is time to restart on this one."]

The MDC will begin promoting organizational memberships in mid-January, based on leads provided by Bob Boissy during the Christmas holidays.

## Questions for Board

The MDC designed the NASIG flyer, based on information that was included in the brochure, and including information about the new corporate memberships. It seems to be an Action Item again, but I don't know of any new information to add. The flyer was submitted in late July, but the one we submitted is not the one currently posted on the NASIG website. Was the flyer approved? If so, how do we go about having it placed on the NASIG website?

Also, what action is the 2011/2012 Contingency Planning Task Force taking in regard to Group 3's activities: "How to attract new members and retain existing members," as listed in Committee Reports in the December 2011 NASIG Newsletter?

Submitted on: January 10, 2012