

Meeting Notes

Not Attending: Linda Corona, Shyamoli De, Laura DeAngelis, Nicole DeMatteo, Amy Kearns, Carol Phillips, JoAnn Tropicano, Carolyn Wood

Old Business

Membership Statistics

New Members-- 70 since 03/10/09 meeting report; (12 academic, 3 directors)

Conference Review

- Approx. 300+ surveys completed; results are forthcoming
- Suggestions for next time:
 - Lunch Buddies—try signs; set aside one of the Atlantic III, IV, or V rooms
 - Dine Around—include vegetarian option; Lisa Coats (Reference Section) has offered to host

25-Year Members

- 3 or 4 presented at Conference
- photos on Flickr
- NJLA newsletter article/announcement
- 2 left to be presented

Future discussion:

- Categories other than “personal” need to be addressed

Next step:

- Post list of honorees (including previous years) on the web

Membership Initiatives

- Join Now Promotion—banner advertisement was a good idea; may consider similar banner ad to promote Committee Choice and “time to renew” messages
- Institutional Membership
 - Discuss in early fall (Sept.?)
 - How to target institutional members
 - NJLA office may have a list of all public libraries and can cross-check to see who is already an institutional member
 - Suggestions:
 - Link director’s membership with institution’s membership (pricing incentive?)
 - Emphasize the value
 - Post online a copy of the membership benefits grid
 - Review budget categories on Institutional Membership Form
 - May need to adjust the categories
 - Does this need to be voted on by the entire membership?
- Friends Group Membership
 - Office needs emails for all the individual members of these groups
- Trustee Group

NJLA Member Services Committee Meeting

June 10, 2009

Edison Public Library—Main Branch

Document Review

Committee Choice Form <http://www.njla.org/choice>

Commercial & Institutional Members

Personal Members

Sections & Roundtables

Committees

Share Your Voice

- Discussion about “legislative district” line on membership form
- Comments about CapWiz (<http://capwiz.com/ala/nj/home/>)
- Need to review online forms to make certain they are up-to-date and replies are directed to the right folks

Academics

- Article for College & Universities Section newsletter
- Send listserv acknowledgement (i.e. thank you) to all academics

Calendar Review

- Director Mailing (Non-member directors, encourage to become Personal Members)--
NJLA Executive Board Meeting, Tuesday, June 16 in Clark
 - Discussion about what is included in the mailing

New Business

Newsletter as a Member Benefit

- Discussion of feedback questionnaire
- Discussion of costs, “green issue”, alternative formats (including Constant Contact <http://www.constantcontact.com/index.jsp>) e-newsletter demo (Susan B.’s library edition--
<http://archive.constantcontact.com/fs094/1102200972949/archive/1102263802450.html>)