

NJLA Member Services 9/22/11

Susan O'Neal- membership primary goal for her NJLA presidency

1800 members at highest, 1500 members

Retirements, staff lost

stress membership - Susan speaking to bccls

Newark, mid Monmouth largely location for NJLA members

Outreach- different locations

Institutional membership. Benefits Michael will talk with Susan

Schools academic special libs major event have presence

NJLA was more fun four years ago, so much bad news 1/3 mil, furloughs, urban libs, dire discussion

Uplifting events similar ideas more over course of year

More fun

NJLA mixer attainable goal

Take your pick on social events

History and preservation comm- museum & mtg

Ref comm - event or tour, some exciting or boring

Looking ahead-

Piggyback on current meetings

Lead time to put together trip

Could be fundraiser for NJLA. Group discount to org

Big trip winter or spring. Museum of natural history

Membership 85% academic join ALA state chapter acrl librarians also college & university CUS

Work more in community college, more acrl affiliations NATO

If member of acrl very cut rate NJLA for \$60 not pushed 50 take advantage

How many academic libs- maybe 485 academic librarians 600 total?

School librarians small percentage njla

1300 statewide librarians estimate

Current 1108 members 430 not renewed 134

List of who Came to conference not members, not e book summit

Getting involved in statewide membership

Library interconnected issues

Not allowed out management - committee talk to directors, staff

NJLA best return on investment rely on directors too often sometimes

What can we offer that ALA doesn't

Why we like NJLA? what has it given us?

Develop as a leader

Different than library gave them

'I am member of NJLA..'

30 sec videos

Listserv video - much more personal

Administrative -

New members letter, Laverne will take over

25 year recognitions candy bars this year recognize from this & last year

Membership drive-- incentive based membership drive based on referrals of new members. If library pay, not expensive renew by end of- incentive to renew on time

Free conf for this year pool to win preconf or njla store,

July new membership

Non renewals oct 15 exp 2010 also

Spreadsheet, some retire left state

no renewal pulling plug to listserv

Mail or email, 2 physical pieces of mail

Paypal worked well

NJLA tablecloths to events NJLA swag

-At adult services program during program

Oct 13 rep of Youth Services Forum? Susan may be there

Comm members file folder to each for recruitment events

Colloquium challenging - 5 mins joint membership

LISSA meetings, students more involved sense of belonging in profession

Oct 4 nov 8 dec 6 LISSA Lindsey to go,

5:50- 6:20 tues 20 to 30 students

professionally printed colloquium 385 students 1/3 online

75 forms oct someone to hand out forms at forum

Nov Laverne

Dec Michael

Pratt, Drexel?

Already student leaders at LISSA get NJLA

Everyday advocacy events at Rutgers

Marac - archives conference oct nov Lindsey

Troll calendar, can we attach lunch later for dinner for comm?

Someone from inside to work on areas

Facebook page maureen events advertise

Tedx

Ghost tours

Irish bars

Watson Adventure scavenger hunts

<http://watsonadventures.com/>

Discover the secrets of museums, historic neighborhoods and beyond while tackling witty, tricky questions. Our hunts are a fun, *cost-effective* way to build teamwork, boost morale and express appreciation.

Flash mobs, flash dancing

Polar plunging

<http://www.njpolarplunge.org/>

Star land ballroom

<http://www.starlandballroom.com/>

Conf programs - before thx deadline

Last year -how to stay up to date, employable. Member Services Lindsey-popular

Co sponsor enewsletters

In the company of women Lindsey could be good speakers. Prof development, management

Domain name - drupal page (James Keehbler helped CUS section)

flickr photo page- Laverne

Facebook - Member Services page for events, announcements

Next meeting Oct 19 wed 2pm

Place to be determined. Find a library then have fun, dinner.