

NJLA Member Services Committee Meeting

November 21, 2013
Kenilworth Public Library

Minutes by Laverne Mann

Attending: Danielle Cesena, Heidi Cramer, Stephen Hrubes, Megan Kociolek, Laverne Mann, Lanora Melillo, Lindsey Meyer, Robin Rockman, Tyler Rousseau, Lynn Schott, Erica Solomon, Emily Weisenstein. Guest: Michael Maziekien. Absent: Cassidy Charles, James Keebler, T. J. Lamanna.

MINUTES

1. Minutes from Oct. 24, 2013 meeting

Thank you Robin Rockman. Available on MSC wiki on the NJLA site.

2. Reports

- **Conference**

Lindsey, Emily, Robin, Danielle

Workshops

Lindsey will submit 11/22/13 three MSC sponsored workshops:

Getting out from the stacks: How to network and build personal and professional relationships outside your library (Emily, Robin, Danielle, Michael moderate)

Jump start your job seekers: Perspectives from the pros (MSC & Ref Sec)
(Theresa Agostinelli, Monroe PL, Garret Gega, Workforce, 2 more, Lindsey moderate)

Pop culture crossovers: Crowd-pleasing events for all-ages audiences (MSC & YA sec)
(Melissa Brinn and Michelle Yeager, CHPL, Laverne to moderate)

Social events

Librarian mixer- Mussel Bar Monday, June 2 5- 6pm

New Librarian & Library School Student Meetup Tuesday, June 3 5-6 pm

Leadership Bonfire Tuesday, June 3 7:30 pm

Other items

Hospitality Table

Dining Guide

25 year members (Emily)

- **Membership Drive**

Lynn, Erica, Heidi

Heidi reported the membership drive went well, 1552 current members., ~~ahead of last year.~~ Last year at this time, we had 1,283 members. At 1648 will surpass last year, only 6 months in. Winners will be announced soon. Good for association to have accounted for income earlier.

176 personal members have not renewed. NJLA has sent two mail and one email reminder to these members. MSC will get a list of emails, and we will send personal pleas to those we know, the rest will get an email from Lindsey.

Heidi/Lindsey will talk to NJLA office about installment payments, or monthly payments for members (last year agreed to in MSC committee). Also ask about the model ALA has for 'lifetime membership', may appeal to small percentage of members.

Memberships use fiscal year July- June. With late conferences now in June, NJLA allows new members 15 months for 12 months so they aren't cut off end of the first month they joined for conference. MSC should make more public and promote.

Pat- Thanked subgroup of committee for work on the membership drive. Over 55 new members.

- **Membership Outreach** Lindsey

Lindsey has been sending welcome emails to new members. In the past month, we have 36 new members, of which 17 were students. Always mentions social events with links to FB events.

- **Membership Recruiting (past)**

Adult Services Forum – Oct. 28 Erica

Erica: Table next to registration, some flyers taken

Performers Showcase – Nov. 7 Lanora, Robin

Lanora: Only flyers, no trifold because would block performers.

SCARLA – Nov. 7 Cassidy, Lynn

Lynn: Small group of 9 people (Academic and Research Library), about ½ involved and now. SCARLA was named by Steve Hrubes.

Youth Services Forum – Nov. 14 Emily, Lanora, Robin, Erica

Robin and Lanora: Trifold was in with vendors, messy pile of flyers handed back.

- **PR Materials Design** Emily, Danielle, Robin, Lanora, Megan K.

-- Subgroup wanted clarity on what to work on. Discussion ensued on electronic, full text letters and postcards. They will meet soon and come up with something that has links, text, but more image driven. Will share with committee, discuss Dec. meeting.

-- Investigate using Vine videos.

-- "Librarians cannot use listservs"

-- PR materials design had not been done by this committee in years; predate Michael as chair. NJLA strategic planning may change committees and section, so wait on possible rewrites.

3. Social Event Planning

- Morris County Mixer – Nov. 22 --Emily

Facebook sign ups good, over 10 ppl. 17 maybes.

- Karaoke – NYC in Jan. --Michael & Megan K
Use same karaoke place NYC.
- Camden Aquarium & Mixer (fundraiser)
Decided to table for now.
- Mixer in New Brunswick - Mar 29? --Steve & Megan V.
(after Rutgers Spring Break, before finals)
Will be held again at the Glasswoods Tavern at the Hyatt.
- Grounds for Sculpture – Sunday, May 4 (fundraiser) --Laverne, Lanora
*Day, docent led walk. \$8 per person + \$50 for docent [\$11.20 if 15 people]
Albino peacock discussion. Explore 42 acre sculpture park and indoor exhibits.*
- Turtleback Zoo – Sunday, May 18 (fundraiser) --Tyler, Robin, and Steve
*Minimum of 15 people. In season ticket \$7. Needs advance deposit.
“Meal plan in cages”*
- Possible Ipad for librarians training through Apple. Megan K. to organize. Laverne will put her in touch with Melissa Brisbin, cosponsor with ET.

4. Membership Recruiting Opportunities (future)

Call in advance to ask for a table. Take handouts and displayboard.

Upcoming recruitment opportunities

<u>When</u>	<u>What</u>	<u>Who</u>
Dec. 5	LibraryLinkNJ Membership Mtg. <i>Only food tables so bookmarks only</i>	James, Lanora
Dec. 12	Children’s Librarians’ Toolbox (SBPL 9-3) <i>Would be good for new librarians. Lindsey/Emily will talk to organizers.</i>	Lindsey will contact organizers
Jan. 10	VALE	Lynn, James
Jan. 14	Tech Speed Dating – Parsippany	Lindsey
Mar. 6	NJLA Microconference – Gloucester	Laverne
Mar. 19	Tech Speed Dating – Monroe	
Mar. 26	NJLA Microconference - Montville	Megan K?
Ongoing	LISSA & Colloquia	Steve, Cassidy?

5. Social Media

Everyone post!

- Facebook page: Everyone has admin privileges
- NJLA wiki private page

→ Go to MSC wiki page, click “request access”. (If you already have login privileges, you’ll still have to request access on the MSC page.)
Then click “Pages & files” and scroll to “MSC Private”

- Twitter @NJLAMemberServ
- Flickr <http://www.flickr.com/photos/67878595@N06/>
- Tumblr

- YouTube

6. Assignments

- Conference proposal submissions due Nov. 22 – Lindsey
- Upcoming Recruitment Opps in Dec. – James (LibLinkNJ @ RU), Lindsey (Children’s Lib’n Toolbox @ SBPL)
→Take displayboards & copies of flyers
- Upcoming Social Events – Emily (Nov. 22 Mixer), Megan K [& MM] (Jan. karaoke)
- PR Materials – Emily, Danielle, Lanora, Robin, Megan K (postcard-sized handout design)
- Possible Apple Workshop – Megan K.
- Memes – Danielle
- 25-year members – Emily

7. Upcoming Meetings

Next meeting Dec. 19, 10 AM– Adobe Connect online meeting
Location for Jan. – Madison PL
Location for Feb.- Secaucus PL