

NJLA Member Services Committee September 3 , 2015

Kennedy Library, Piscataway

Attending in person: Lynn Schott (co-chair), Erica Solomon (co-chair), Lindsey Meyer, Pat Tumulty (ex. Director), Steve Hrubes (vice chair), Heidi Cramer, Kerry Falloon

Attending via Adobe Connect: Nick VanDorn , Maryjean Bakaletz

Dates to remember:

September 15 Note writing for membership renewal letter mailing

October 2 Mentor NJ Networking

October 7 Youth Services Forum

September 10 Conference Planning Meeting (Steve will attend)

Board Assistance: At the August NJLA Board meeting, Board Members committed to do things like call institutional members, post to listservs, and contact commercial members.

Post Card Mailing: To follow up to the email blast renewal notice in July, there was a post card mailing.

Current Membership: 650 individuals, 65 institutions, 6 commercial

Renewal Letter Mailing: Lindsey will provide a draft letter. Anastasia Vito also will help. The letter will be part of a packet including membership form that will be used on September 15 for note writing.

Institutional Non-Renewals: Board Members are committed to helping. Lynn will send flyers. There are 94 institutions in the "grace period" through October 15. A letter should be sent with form.

Commercial Renewal: Pat will check to see if forms were mailed. Many commercial members renew when they reserve their conference booth space.

Office will do a mailing for Institutional and Commercial renewals. Committee will provide letter or information.

Recruitment of Non Members: Melissa Lena, Office Admin for NJLA, did do a Mail Chimp email blast to non members who attended the conference.

Welcoming New Members: First round will be done for the quarter, then monthly. Lindsey will send a sample from last year to Lynn.

Students: Steve will reach out to Rutgers. Allen McGinley will be attending an upcoming LISSA meeting on behalf of NJLA. Meet ups should focus on inviting students. Steve will find out about upcoming career and internship fairs. Maryjean will post information to the LISSA listserv. Students are eligible for joint membership with ALA at a discounted rate.

Maryjean and Steve will contact the LISSA co-presidents to make it clear that students are welcome at NJLA events. (some have asked)

Meet Up: Discussion about using Meet Up to promote social events. Kerry will look into the fees.

Fall Mixer: October 3, 7 to 10pm at Glasswoods Tavern Lounge, Hyatt, New Brunswick
Steve will confirm with the venue. He will also post to Facebook. NJALA should be invited. Board members can announce this on listservs.

Institutional Member Recruitment and Recognition: Discussion about survey to non-renewing institutionals. Pat visited Hasbrouck Heights and gave the director a decal. Pat will post the photo to Facebook.

Task Force for Non-MLS: An email blast was sent to directors to announce the new membership structure.

Academic: Tentative date of October 29 at Rider to include NJLA, ACRL, Vale

Mentor NJ: Networking event and discussion about what hiring managers look for on October 2. Several Member Services Committee members are participating. The committee is listed as a co-sponsor.

Steve will make buttons with the new NJLA logo. The logo files are on the website for committee use.

25 year members: Lindsey will work on this and committee will discuss a recognition gift in early January.

Social Events: in addition to the October event and using Meet Up social media to promote networking opportunities, we also discussed Board Members will make suggestions, a suggestion to have a theatre or even Broadway trip, IPLAY America as a potential fundraiser. Steve will look into the IPLAY America idea further.

Next Meeting: October 1, location is tentatively Monroe.

Addendum: Send follow up to non members who attend the Youth Services Forum.