



Annual Report 2006 ARLIS/NA Membership Committee

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Chair: Rachel Resnik
Executive Board Liaison: Marilyn Nasserden
Committee Members: Margaret Boylan, Jon Evans, Janine Henri, Vanessa Kam, Alyssa Resnick, Shalimar Fojas White
Members for 07-08: Margaret Boylan, Jon Evans, Alyssa Resnick, Shalimar Fojas White, Jill Luedke, Bryan Loar

Membership Statistics

There were a total of 1139 members in 2006, which is consistent with previous years.

[1131 in 2005, 1179 in 2004, 1025 in 2003]

The breakdown of members by type of membership was as follows:

Individual – 658, Retired/Unemployed – 45, Student – 122, Honorary – 21, Institutional – 198, Business Affiliate – 54, Overseas – 41

Student membership, after rising significantly in 2004, has remained stable over the past few years.

The most notable change is that Institutional Membership has decreased, while both Business Affiliate and Overseas members have increased. This is due to ARLIS/HQ correcting some memberships that had previously been incorrectly classified.

Activities

- Membership Form

Worked with Craig Fleming at ARLIS/HQ to update and streamline the membership form so that data collected is more consistent with what is stored in the membership database. Helped troubleshoot technical difficulties with the online form. Proofread web-based & PDF forms.

- Renewal Solicitation

Edited and updated the renewal solicitation letter sent out by the President.

- 2006 Conference Sessions related to Membership

1. Session 6: Ask ARLIS: Building the ARLIS/NA Mentorship Program
 - Jennifer Parker: "Building & Fostering the Mentor/Mentee Relationship" [outgoing Membership Committee Member]
 - Tony White: "Planning a Year-Long Pilot Mentoring Program for ARLIS/NA"
2. Session 11: Ask Arlis: Reaching Out: Chapter Links to Local Library Schools
Moderators:

- Jonathan Franklin, National Gallery of Canada
- Peggy Keeran, University of Denver [outgoing Membership Committee Board Liaison]

Speakers:

- Sarah Falls, Moderator, ARLIS/NA Student Affairs Discussion Group
- Janine Henri, Chair, ARLIS/NA Membership Committee [Membership Committee Member]
- Jennifer Parker, Art & Architecture Librarian, University of Colorado, Boulder [outgoing Membership Committee Member]
- Cheryl Siegel, Secretary, ARLIS/Canada
- Lucie Wall Stylianopoulos, Chair, ARLIS/NA DC-Maryland-Virginia Chapter
- Dr. Anna Altmann, School of Library and Information Sciences, University of Alberta

Member Services Task Force

Participated in the task force assigned to select a membership management software that could support an ARLIS/NA membership directory, both with an online user interface for the general membership and a back-end database to be administered by ARLIS/NA HQ. After evaluating several vendors, members of the task force recommended MemberClicks (<http://www.memberclicks.com/membership/>) to the ARLIS/NA Executive Board, which approved this purchase in December. The MemberClicks software includes a members-only section, web site templates suitable for chapters, and an online calendar. It also supports online membership registration and renewal via web forms, as well as the online payment of dues.

• Membership Structure

The Committee, after investigating membership structures of similar organizations and researching professional literature on the topic, came up with two models to propose to the Executive Board as alternative possibilities to the Society's current membership structure. These included tiered and à la carte options. The Committee designed a survey for the entire ARLIS/NA community (current and recently-expired-members) that poses questions specifically about the proposed membership structures as well as more general questions about which benefits of membership are most valued. The survey is currently up on Survey Monkey and results will be tallied before the Atlanta conference.

• Welcome letter

The committee revised the welcome letter for new members, which was mailed out on behalf of ARLIS/NA President.

• Publicity

The feature "what our members are saying..." continues to be a popular section of the ARLIS/NA website. In conjunction with the Atlanta conference, the next member featured will be from the Southeast region. The committee is in the process of writing up guidelines so that this AWS feature remains timely, attention-grabbing, informative and judicious. The Development Committee collaborated with the Membership Committee to include business affiliates among its subjects. The proposal was sent to and approved by the Board.

ARLIS/NA Strategic Plan

Goal III: To be an advocate for our members, the profession, and ARLIS/NA.

Objective C. Craft and administer effective recruitment and retention strategies to attract and maintain new members.

Actions:

- Revise membership brochure.
Status: This is awaiting a decision on the restructuring of the membership structure.
- Contact non-renewals.
Status: Ongoing. The committee must begin this process after the Atlanta conference, once most members have renewed.
- Work with local ARLIS/NA chapters to increase membership in ARLIS/NA by initiating outreach to local members who are not yet Society members. Encourage chapters to advertise ARLIS/NA member benefits (in part by urging them to include links on their local websites to the ARLIS/NA membership page or at the very least to the ARLIS/NA main page).
Status: Pending
- Collaborate with the Diversity Committee to promote a diverse membership for ARLIS/NA.
Status: Pending.
- Work with the Development and Travel Awards Committees to secure funding to encourage membership growth, and to identify additional funding sources for new members.
Status: Pending

Goal IV: To strengthen and increase the effectiveness of ARLIS/NA's activities and operations.

Objective A. Conduct regular assessment of ARLIS/NA's programs to inform future strategic planning.

Actions:

- Develop (and conduct—if deemed appropriate) a survey of member satisfaction.
Status: In process. Results from both the membership structure survey and the Assessment Task Force survey need to be analyzed.
- Follow up on last year's non-renewal survey as needed.
- Consider implementing an annual survey of non-renewals.
Status: Pending

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

Action:

- Make recommendation to board about changing membership structure so that it is a tiered system.
Status: Awaiting results of the Membership survey

Objective C. Enhance the ARLIS/NA website by populating it with relevant content to create the premiere website for art library professionals.

Actions:

- Work with Task Force to select better membership database, which will make membership directory on website more useful.
Status: Completed
- In consultation with the Diversity Committee try to get library schools to link to arlisna.org from their web pages.
Status: Pending
- Continue "What our members are saying..." section of website.

Status: Ongoing

- Create ARLIS/NA-hosted Membership Committee website to make available information and resources relevant to the committee.

Status: Pending. Committee needs to discuss what format is best—possibly a wiki?

- Investigate the feasibility of a comments/suggestions page on the website which would be monitored regularly or other options for members to offer feedback to the Society.

Status: Pending

Executive Board issues:

Improve society communication so that member comments reach the appropriate chapter/committee/roundtable/executive board member.

Provide the committee chair with read-only access to the membership databases so that simple inquiries about membership status can be answered expeditiously.