



## Annual Report 2007 ARLIS/NA Membership Committee

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Chair: Rachel Resnik

Board Liaisons: Marilyn Nasserden, Rebecca Price

Committee Members: Margaret Boylan, Jon Evans, Alyssa Resnick, Shalimar Fojas White, Jill Luedke, Bryan Loar, Kay Streng

### Membership Statistics

<b>2007 Renewals by Membership Type</b>			
	Total 2007 Members	New 2007	2006 Non-Renewals
Individual	634	94	118
Retired/Unemployed	33	7	19
Student	135	91	78
Honorary	25	2	0
<b>Total Individuals</b>	<b>827</b>	<b>194</b>	<b>215</b>
Institutional	144	3	57
Business Affiliate	45	8	17
Overseas	31	5	15
<b>TOTAL MEMBERS:</b>	<b>1047</b>	<b>210</b>	<b>304</b>

These are membership numbers as of October 2007, when membership renewals began to be applied to 2008.

The total number of members (1047) is lower than the past few years. 1139 in 2006, 1131 in 2005, 1179 in 2004, 1025 in 2003.

Although the number has not fallen off shockingly, it is important that membership numbers be monitored closely for the next few years. The largest decrease has been for Institutional memberships, which have decreased by 60% over the past two years. This is due in part to ARLIS/HQ correcting some memberships that had previously been incorrectly classified. So some Institutional memberships became Business or Overseas memberships, but there is still a significant net loss.

## **Committee Activities**

### Membership Renewals

Worked with ARLIS/HQ and the Board to draft three renewal notices to be used in MemberClicks. In past years there have been two notices, but MemberClicks has the ability to send out three unique renewal notices based on date of expiration.

Addressed members' confusion over welcome letter being substituted for renewal notice.

### Welcome letter

The committee worked with the ARLIS/NA President to revise and update the welcome letter for members.

### Welcome packet for new members

Created and e-mailed out welcome packet for new ARLIS/NA members. Packet included letter from Membership Committee chair, a flyer about joining groups within ARLIS with a listing of groups, and a promotional flyer for ArLiSNAP produced by ArLiSNAP. The Committee attempted to get material from a number of other groups, but was unsuccessful. Nevertheless, the discussion to create a more informative, detailed packet for new members has begun, and there is enthusiasm for pursuing this project. There is a need for more documentation about the Society and its activities, whether in print or online. The Membership Committee recommends that some individual or group (perhaps the Publications Committee) should be enlisted to oversee the creation of informative ARLIS/NA brochures/flyers. The packet was sent electronically via the MemberClicks beta database. The next step will be to investigate whether MemberClicks can be configured to automatically send new member welcome packets (with PDF attachments) to new members as they join. Until this is possible, new members should be monitored monthly so they too can receive new member packets.

### 2007 Conference Sessions related to Membership

While mentoring continues to be a strong force at the conference this year (the year long mentoring program, first time conference attendees meeting, and the new "meet the exhibitors"), there are no programs directly related to membership.

The Membership Committee has been asked to oversee a table in the exhibitions hall featuring information about the Society. This may also

include a component on helping members use the new MemberClicks software.

#### MemberClicks Implementation, Testing and Training

- Last year the Membership Committee had a representative on the task force assigned to selecting 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. This winter we had two representatives working on the MemberClicks Implementation Team. The team worked with an outside consultant to help define the uses and resulting set up of the MemberClicks database.
- The Membership Committee also tested and provided feedback on the initial beta site of MemberClicks.
- A representative of the Committee is now serving on the MemberClicks Support Team to answer questions and gather feedback as we make the transition to the new system.

#### Membership Structure

The Membership Committee presented a final proposal to the Board about changes to the membership structure of the Society. Proposed changes included: an introductory membership, pro-rating dues, and closing ARLIS-L to members only. The Board voted on the proposal and approved the introductory membership, which was in turn approved by the membership and will be changed in the Bylaws.

#### Publicity

The feature "What Our Members Are Saying..." continues to be a popular section of the ARLIS/NA website. The committee wrote guidelines so that this AWS feature remains timely, attention-grabbing, informative and judicious. Guidelines are available on the website at <http://www.arlisna.org/organization/com/membership/index.html>

#### Website

Nedda Ahmed created a website for the committee: <http://www.arlisna.org/organization/com/membership/index.html>. It includes the group's mission, annual reports, conference meeting minutes, and guidelines for "What Our Members Are Saying."

#### Member Queries

The committee regularly responds to queries from members about membership status, benefits, and procedures. The implementation of MemberClicks should ameliorate the committee's ability to respond to requests. Many requests for information are currently forwarded to ARLIS/HQ, because the committee does not have access to the membership directory. The committee encourages the Society to give the Membership Committee chair generous privileges in MemberClicks, so that he/she can help members more readily.

**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.

*Pending. Committee was waiting for Membership bylaws changes which were just approved at the beginning of March.*

- Contact non-renewals.

*Not done. Requested and received a list of non-renewals from ARLIS/HQ in October. Information seemed suspect because ARLIS HQ was in transition with personnel and systems. Because it seemed that some non-renewals might be due to outdated contact information, it was decided to send out renewal notices on the listserv as well as via personalized e-mails. A regular procedure needs to be created so this is addressed each year in a consistent manner. The Committee should get feedback from the Board on how aggressive the Committee should be in tracking down and soliciting feedback from non-renewals.*

- 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). Offer assistance to chapters as they change their membership structures in response to the Affiliation Agreement.

*Pending.*

- Begin discussion with Development and Travel Awards Committees to pursue funding to encourage membership growth, and to identify additional funding sources for new members.

*Pending.*

- Examine the welcome letter sent to renewals and new members and enhance its contents so that Society benefits and structure are more obvious. Solicit material for the Welcome Packet from: Professional Development Committee (brochure), Diversity Committee, ArLiSNAP, Awards Committee, and Development Committee (on Society Circle).

*Done to a certain extent. See details under "Welcome packet for new members" above.*

Objective D. Provide proactive outreach to library schools to diversify our

membership and the profession.

Action:

- Work with ArLiSNAP and the Diversity Committee to promote membership, help foster membership retention, and provide leadership training for the Society. – *perennial*

- Engage members of ArLiSNAP by actively following and participating in the ArLiSNAP blog at [www.arlisnap.org](http://www.arlisnap.org).

- Not frequently enough.*

- Identify which GSLIS programs currently have courses in art / visual resources librarianship and/or have a student interest group for art / visual resources enthusiasts. And identify contacts for these institutions.

- Begin by surveying ArLiSNAP members about their schools.

- Modify new member welcome packet and send to contacts at institutions identified above.

- New member welcome packet materials just sent out to new members. Can now proceed with this phase, if Committee decides we have enough material to pursue this.*

- Work with contacts to get GSLIS websites to link to ARLIS/NA website and local chapter websites, when appropriate.

#### **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:

- 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.

- Pending.*

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

Actions:

- Make recommendation to board about changing membership structure so that it is a tiered system.

- Done.*

- Communicate the activities of the Committee to the members of ARLIS/NA in an effort to increase transparency and promote a better understanding of the operations of the Society.

- Preliminary attempt executed. Effort needs to be increased.*

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

Actions:

- Provide input into the development and maintenance of MemberClicks, as appropriate. And investigate how the committee can take advantage of the new software.

*Actively pursued. In process.*

- Continue "What our members are saying..." section of website.

*Actively pursued. In process.*

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

*Done. Could be developed more.*

- Include welcome packet informational material on AWS, so that all members have access to the material we are distributing to new members and can use it for informational or recruitment purposes.

*Pending.*

**Executive Board issues:**

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

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