



35th Annual Conference
Sheraton Colony Square, Atlanta, Georgia, April 26-May 1

Membership Committee Meeting Minutes
Friday April 27th, 2007, 3:30-5 pm
Ardmore Room

Present: Jill Luedke, Marilyn Nasserden (Board Liaison), Janine Henri, Shalimar Fojas White, Lynda White (Assessment Task Force), Jon Evans, Craig Fleming (McPherson Clarke), Kay Streng Kroeff, Alyssa Resnick, V. Heidi Hass (Professional Development Committee), Bryan Loar, Rachel Resnik (Chair)

Recorder: Rachel Resnik

Welcome and Introductions

Assessment Task Force Report discussion with Lynda White

The committee identified two primary issues from the ATF report that need to be addressed by the Membership Committee:

1) How will proposed structural changes affect the committee—specifically a change in the reporting structure?

2) The ATF survey has brought to light a number of areas in which members feel the Society can improve upon services or benefits. Many of these are directly related to the Membership Committee.

- In response to the first issue, Rachel Resnik told Lynda White that reporting to a regional representative had worked effectively, but that she recognized the benefit in having the committee report to the Secretary of the Executive Board. Everyone in attendance agreed.

- White had sent Resnik comments related to membership issues from the ATF focus groups and Resnik had distributed these to the committee members prior to the meeting. While the committee did not have time to discuss the specifics, members acknowledged that the ATF had compiled an important document about member satisfaction which included many suggestions for improvement. Resnik pointed out that several of the Committee's unrealized goals for 06-07 were aligned with the recommendations, among these developing an informative (and welcoming!) welcome packet for new members. The committee would consider the ATF Report when developing future goals.

MemberClicks Update

Marilyn Nasserden and Craig Fleming reported on MemberClicks, ARLIS/NA's new membership management software. The new system is completely automated, so membership forms and conference registration will be much more efficiently

processed. In the current system ARLIS/NA HQ is required to type each membership renewal into the members' directory. This will no longer be the case. Soon members will be able to update their own contact information in real time and will receive renewal acknowledgements instantly. Resnik asked that contact information remain searchable for members who are tardy in their renewal—it penalizes everyone else when the contact information is not accessible. In addition to contact information, there will be fields in the database where members can indicate what their interests and group affiliations. Access to such information can be tiered, so all information will not be accessible to everyone. Fleming reported that HQ had nearly completed building the database, but could not give an exact date of when it would go live. The Executive Board is hoping to have it available by the beginning of September. Nasserden suggested the Membership Committee help develop/test some of the features that will hopefully be implemented. Fleming said that the implementation will be rolled out incrementally.

Fleming added that with the new software members will be able to print out their own directory and that the Publications Committee is considering stopping printing and distributing the directory to members. Someone pointed out that somebody will need to be responsible for printing and archiving a copy of the directory each year. Fleming responded that ARLIS/NA HQ is prepared for this. Another issue is that this would be one more membership benefit that would no longer be offered to members.

Review of 2006-2007 Activity

1. Reaching Out to Chapters

Jon Evans and Alyssa Resnick have been working on identifying which chapter websites include links back to the ARLIS/NA website and whether they have the ARLIS/NA logo displayed. They have created a spreadsheet compiling this information and have split up responsibility for working with each chapter to make sure they add this information to their websites, if they are not already doing so. Resnick will attend the chapter chairs meeting on Sunday to introduce this project. Evans raised the question of whether they should wait until chapters' websites have migrated over to MemberClicks and whether the centralized hosting of the websites will make the linking back to ARLIS/NA redundant. It was agreed that because not all chapters will opt to have their websites hosted by MemberClicks and the progression of the migrations might be slow, it is still worthwhile to pursue this project.

Resnik asked that Resnick also offer the services of the Membership Committee to the chapter chairs, as they implement any membership changes in keeping with the affiliation agreement.

2. "What Our Members Are Saying" Guidelines

Janine Henri before the meeting drafted and distributed guidelines for the "What Our Members Are Saying" feature on the ARLIS/NA website. Nasserden reported that the guidelines were approved as is by the Executive Board at their pre-conference meeting. Henri asked for a volunteer to take over as the editor, as she

will be stepping off the committee. Bryan Loar agreed to take over the position. Henri suggested we publicize Loar as the new editor and Resnik agreed she would send something to the AWS news editor and to ARLIS-L introducing Loar. It was agreed that the newly approved guidelines be posted to the website and linked to the "What Our Members Are Saying" webpage.

3. Survey Results

Resnik had sent the committee several iterations of the survey results before the meeting. Since there was little time in the meeting to discuss the actual results she asked the committee to suggest a date when she could ask that they offer feedback on the survey results. It was agreed that the survey results are far too unwieldy as is to analyze them properly. Loar suggested that each segment of the survey be broken down and then posted on a blog so that committee members can respond to individual issues and keep track of responses. Resnik said she would repurpose the committee's blog (arlismembership.blogspot.com) to this end and close it to everyone but committee members. She would alert members when it is ready and will ask that they respond within a month. Resnik is in the process of tagging and tallying trends in the responses, which was considered helpful. Several people, including Resnik, expressed concern about interpreting the results objectively. Nasserden wondered whether the results are statistically valid since the survey was sent to both current members and everyone on the listserv. Resnik felt pretty confident that most of the respondents are currently or had recently been ARLIS/NA members based upon the text responses. There is general wariness about the survey results, but members agreed to respond to them as best they could. The committee intends to have a finalized proposal for the Executive Board by early August, so that they will have time to process it before their September board meeting.

Thanks to outgoing members

2006-2007 Members

- Margaret Boylan
- Jon Evans
- Shalimar Fojas White
- Janine Henri
- Vanessa Kam
- Alyssa Resnick
- Rachel Resnik, chair
- Board Liaison: Marilyn Nasserden

2007-2008 Members

- Margaret Boylan
- Jon Evans
- Shalimar Fojas White
- Bryan Loar
- Jill Luedke
- Alyssa Resnick
- Rachel Resnik, chair
- Kay Streng
- Board Liaison: Marilyn Nasserden