



37th Annual Conference Indianapolis, Indiana, April 16-21, 2009

Session/Meeting Name: Membership Committee

Date, Time: April 18, 2009, 5:30-6:30pm

Moderators: Shalimar Fojas White

Recorder: Shalimar Fojas White

Attendees: Laurel Bliss, Kim Collins (incoming Board Liaison), Bryan Loar, Jamie Lausch, Jill Luedke, Ian McDermott, Alyssa Resnick, Eva Revitt, Nancy Short (TEI, Association and Conference Manager), Amy Trendler (outgoing Board Liaison), Shalimar Fojas White (Chair)

- **Welcome**

- Thanks to committee members for their work in 2008
- Introduction of new member, Jamie Lausch
- Thanks to outgoing member, Alyssa Resnick

- **Review of membership statistics**

- Committee members noted that while membership numbers were lower than previous years, they had not gone down as much as many had feared, given the current economic climate and the increase in membership dues for 2009 renewals
- That student memberships made up the bulk of new memberships is an encouraging sign. Members also remarked on the fact that there were over 50 first time attendees to the Indianapolis conference, so interest in the field remains strong. However, this is a trend that should be reinforced with retention efforts, since there were also a significant number of non-renewals in this category.

2009 Renewals by membership type					
	Current 2009 members as of 4/6/09	Baseline 2008 members (as of 6/10/08)	Current 2009 as % of Baseline 2008	2009 new members	2008 non- renewals
Individual	568	642	88%	49	173
Retired/U	38	35	109%	6	17
Student	159	165	96%	108	102
Introducto	27	0	N/A	23	0
Honorary	29	25	116%	0	0
Misc	2			0	17
Total	823	867	95%	186	309
Institution	160	161	99%	14	24

Business	46	58	79%	4	11
Overseas	23	19	121%	4	14
TOTAL	1052	1105	95%	208	358

- **Report from the Board Liaisons**

- Amy Trendler (outgoing Board Liaison), Kim Collins (incoming Board Liaison), and Nancy Short (TEI, Association and Conference Manager) arrived at the meeting shortly after discussion started and were introduced to the group
- Amy Trendler summarized the pre-conference Board meeting
 - Amy Lucker (President-Elect) thanked the committee for its work in the previous year and commended the communications that the committee sent to the membership via ARLIS-L and email
 - The Board discussed several items raised in the committee's annual report, including: support from the new management firm for renewals and the revised membership brochure, featuring chapters in the "What Our Members Are Saying" section of the ARLIS/NA web site, a timeline for future dues increases, etc.

- **Report from the Association and Conference Manager**

- Nancy Short introduced TEI, the Society's new management firm and summarized the services that would be available to members in general, as well as specifically to support the committee's work
- Member queries
 - When members call HQ, they may select from 5 options: #1 will be Membership and #2 will be Customer Care
 - Members will either speak with a member of a dedicated support team or be able to leave a voicemail
- Online directory
 - On May 12th, the online directory will be transitioned from the current MemberClicks system to TEI's database, which is proprietary software
 - Members will login into their profiles with a user ID (their email address) and a password that will be automatically generated (but may be changed later)
 - Once the data is transferred, TEI can potentially identify records that have not been updated within a certain amount of time and contact members for updated information, whether by mail or email
 - TEI can provide reports to the committee chair request, as well as canned reports for membership statistics
 - Members requested access to the new system before it goes live, so that they can communicate any significant changes to the membership
- Renewals
 - TEI will auto-generate renewal reminders according to timelines specified by the committee
 - Typically, their clients will send reminders at 90, 60, and 30 days out, as well as expiration notifications 30, 60, and 90 days after – after 90 days past the membership expiration date, access to the online directory is cut off. However, the member record is not deleted – it is categorized as inactive
 - The renewals reminders will consist of standardized text drafted by the committee, as well as a link to the membership form
 - The link will send the member to the form and then to login. Once they do, the form will be pre-populated with their current information, which they can leave as is or update, as needed

- There is also the additional option of sending renewals as hard copy letters or postcards
- Committee members asked whether email bounce-backs were monitored – Nancy indicated that they were
- TEI would also supply the committee with the email addresses from which messages would originate – the committee could potentially send a message to the listserv suggesting that members add these addresses to their “safe sender” lists
- Jill Luedke asked whether members could be asked to supply an alternate email address and whether the system could automatically re-send the reminder to the 2nd email if the 1st one bounced back – Nancy said that she would have to ask whether this will be possible with the TEI system
- Members will be able to pay dues online or send in a check
- Once they submit the renewal form, members should receive an automatic confirmation message
- Payments will be processed and receipts generated in a timely manner – TEI processes checks in batches 2-3 times a week, so members who mail their payment should not wait more than a week for a receipt
- There is a possibility of collecting dues for both the Society and chapter memberships at the same time, though this will have to be coordinated with the chapters
- Membership form
 - Starting May 12th, no changes will be made to the ARLIS/NA web site or online directory as they transition from McPherson Clarke to TEI – both will likely be down for some time
 - Committee members asked Nancy Short to give the group an approximate outage time, so that the committee can communicate this to the membership via ARLIS-L and perhaps prompt members to update their profiles before the data is transferred
 - Carrie Banacin at TEI has questions about the current membership form – the committee chair arranged to meet with Nancy Short later at the conference to discuss these questions (summary below)
 - Committee should review the current form and propose any changes, such as text edits, additional required fields, etc.
 - TEI will create a draft and send it to the committee for review and approval before posting to the web site
- Membership brochure
 - The current template for the membership brochure is owned by ION – to re-use this template, the Society may have to purchase it from ION
 - The consensus among the committee members was that the current template was outdated and the brochure should be re-designed
 - Creating a membership brochure is included in TEI’s management fee and the Society will only have to pay printing costs
 - TEI staff include editors and a graphic designer (Michelle), who are available to assist the committee
 - The committee should give Michelle the text and input on how they would like the brochure should look (e.g. bi- or tri-fold, detachable elements, etc.) – then, Michelle will put together a number of options for the committee to review
 - Once the design and layout is determined, TEI will send bids to various printers and the committee can decide which vendor to select
- Additional options
 - TEI offers the option of generating membership cards, which may include a member’s user ID and password for the online directory, contacts for

support at TEI, future conference dates, etc. - these membership cards can be produced for approximately \$3 per card

- TEI can create a listserv for the committee to communicate with each other

- **Discussion of goals for 2009-2010**

- The meeting ran a bit long, so there was limited time to discuss next year's goals – the committee chair will circulate an updated list to the committee members by email
- The committee did discuss the Membership Information Table during the conference and how it can be improved for next year in Boston, including placement across from the entrance/exit to the exhibits, more prominent signage, staffing during time periods between (rather than during) sessions when there is greater traffic, etc.

- **Addendum:** Summary of meeting with Nancy Short (Monday, April 20, 2009)

- The committee chair met with Nancy Short to discuss questions about the membership form, which the chair will relay to the committee
- TEI would like clarification on the benefits for each membership category, especially Institutional and Business Affiliate, since they are group memberships – Who has access to the members-only area, handbook, etc.?
- For individual members who are part of an Institutional membership - How to record who is covered by this membership within the database? How will their profiles be flagged so that they do not receive individual renewal reminders?
- Honorary members – Will they receive renewal reminders? Can this be customized to send a letter soliciting donations instead?
- Chapter renewals and dues can potentially be merged so that members can renew once for both memberships - need to speak to Vanessa Kam, incoming Chapters Liaison

2008-2009 Membership Committee

Laurel Bliss
Margaret Boylan
Bryan Loar
Jill Luedke
Ian McDermott
Alyssa Resnick
Eva Revitt
Shalimar Fojas White, Chair
Amy Trendler, Board Liaison

2009-2010 Membership Committee

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Jamie Lausch
Bryan Loar
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