



Annual Report 2005 ARLIS/NA Membership Committee

Submitted by:

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Leadership: Janine Henri, Chair 2005/06. Rachel Resnik will become the Chair for 2006/07.

Executive Board Liaison: Peggy Keeran

Committee Members: Margaret Boylan, Elise Brown, Susan Malkoff Moon, Jennifer Parker, Alyssa Resnick, Rachel Resnik

Activities

- *Membership Form:* Updated information on membership form to reflect the fact that *ARLIS/NA Update* is no longer published and to update affiliated societies information. Proofread web-based & pdf forms.
- *Panel Session:* Sponsored the "Gen X or Just Gen?: So You Want to Work with Art Information" session at the 2005 conference.
- *Outreach to Non-renewals:* Committee members discussed outreach to non-renewals, including previous efforts and ideas for a survey of non-renewals. We decided to try using Survey Monkey; Jennifer Parker developed this survey. The Board decided against sending out the survey over the summer, but after appeals from the committee we were permitted to include a link to the survey with communication sent out during the fall membership renewal drive. In November 2005 an e-mail blast was sent to non-renewals inviting them to rejoin for 2006, or to fill out the survey should they decide not to renew. Thirteen non-renewing members filled out the survey. Of these, ten are no longer (and perhaps some never were?) employed in the art library field. On a scale of 1-4 (4 being the highest score), six former members rated their experience as an ARLIS/NA member as a "2;" three rated it a "3;" two rated it a "4;" and one rated it a "0." ARLIS/NA members were thought by some respondents to be snobbish or uninterested in new members. A more robust and more frequent publication with solid information was desired, as is a mentorship program for new members, more networking opportunities, and more support for students. We also received queries from members who thought they had renewed. These queries were forwarded to HQ for follow-up. Several complaints were received from members about the delay in processing their renewals. In March 2006, the committee drafted a memo for Headquarters to send out as an e-mail blast to non-renewals. Janine Henri checked the online directory to verify the membership status of members in leadership positions and plans to send reminders to leaders that have neglected to renew.

- *Membership reports and status of membership:* Committee members received monthly membership statistics reports from Vicki Roper and Craig Fleming. 2005 memberships decreased from 2004 by 48 (includes 181 new members and 310 non-renewals). 2006 renewals are still coming in, but as of April 1, 2006 the membership had decreased by 179 (includes 133 new members and 312 non-renewals). The conference location and presence of art libraries in the conference vicinity seems to impact both new membership numbers and membership renewals.
- *Publicity:* New member and student member ribbons were included in the 2005 conference packets. Several members commented that they thought this was a great idea since it was a way to identify new members and it encouraged them to begin conversations. Several improvements were made to the "Join ARLIS/NA" web page, including rearranging content and adding a section on "Member Categories and Annual Dues". Statements (and photographs) from members were solicited for the "What our Members are Saying" column on AWS; 7 new statements were submitted this year. No progress was made on the brochure revision. This is perhaps best done after the new strategic plan has been adopted.
- *Welcome letter:* The committee was asked to draft a welcome letter on behalf of the ARLIS/NA President to be sent to new members. This was accomplished (and presumably the letter is being sent to all new members).
- *Student issues and student members:* There were 124 student members in 2005 (up from 120 in 2004); 79 were new members. We proposed a student pub social at the 2005 conference as a way for students to meet members interested in student issues. This effort seems to have been successful and a pub social is again planned for the 2006 conference. We were not asked to assist with disseminating information about the Internship Award this year since the award committee had access to a distribution list for this purpose.

ARLIS/NA Strategic Plan 2000-2005, Progress on Action Items:

1. "Encourage new members through reciprocal advertising with other professional organizations and coordination with the North American Relations Committee, Chapter and liaisons."

- *Ongoing:* Committee Chair Janine Henri has been investigating recruitment strategies and will make a presentation at the 2006 conference, as part of the "Reaching Out: Chapter Links to Local Library Schools" session.

2. "Revise and update, in consultation with Headquarters, the ARLIS/NA brochure, budget request, and membership form."

- *Completed:* Membership form revised.
- *To do once new strategic plan is in place:* Brochure revision.

3. "Retain members by aggressively working with Headquarters, Regional Representatives and Chapter officers to address issues of non-renewals, encouraging renewals and updating databases."

- *Completed:* Non-renewals memo and survey submitted for e-mail blast.
- *To do:* Follow-up on survey results. Contact Chapters to initiate outreach to local members who are not yet national members.

4. "Utilize the web site as a communication tool ensuring that basic membership functions of application, renewal, and updating directory information are in place. Establish a link for 'new members'."

- *Complete:* Membership forms available at <http://www.arlis.org>; Brochure available at http://www.arlisna.org/membership_brochure.pdf; "What Our Members are Saying" site at <http://www.arlisna.org/saying.html>. Requested the creation of an online directory category for business members (when it was noticed that only individual and institutional members were featured in the revised online directory).
 - *Ongoing:* Provided input on directory quality control issues.
 - *To do:* Continue to push for online membership directory improvements (addition of indexes). Try to get library schools to link to [arlisna.org](http://www.arlisna.org) from their web pages. Establish a committee website.
5. "Work with Development and Travel Awards Committee to secure funding to encourage membership growth, and to identify additional funding sources for new members."
- *To do:* Survey local chapters to see what kinds of scholarships there are for students and new members.
6. "Work with Professional Development Committee to expand the mentor program to include new members to help foster membership retention as well as provide leadership training for the Society."
- *Ongoing:* A session and pub social at the '05 conference addressed professional development for student members.
 - *Completed:* Jennifer Parker has been investigating mentorship issues and will make a presentation at the 2006 conference, as part of the "Reaching Out: Chapter Links to Local Library Schools" session. [The Professional development Committee developed a pilot mentoring program and a workshop to be offered at the 2006 conference.]

Executive Board issues:

Membership renewal reminder dates need to be included in the management calendar and this calendar should be made available at the Leadership Breakfast.

Can Committee Chairs be included in the list of those receiving monthly management calendars? (Are monthly management calendars being sent out to leadership?)