Annual Report 2014
Membership Committee

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Chair: Kimberly Detterbeck
Executive Board Liaison: Martha González Palacios
Committee: Skye Lacerte, Maggie Long, Jessica Evans Brady, Stacy Brinkman, Patti Cossard, Samantha Tator (Canadian representative)

Committee Leadership
Suz Massen, Chief of Public Services at the Frick Art Reference Library, will be the new chair of the Membership Committee. Suz’s term as Chair will begin at the Membership Committee’s meeting in Fort Worth.

New ARLIS/NA Membership Brochure
Thanks for the work of the Committee and our excellent graphic designer, Christopher Hibben, the membership brochure is finally complete and will be debuted at the 2015 conference in Fort Worth. Over the course of the year, the Membership Committee reviewed and edited numerous drafts of the brochure to in order to assure that it communicates the ideals and mission of the Society in a visually sophisticated way. The Membership Committee could not be happier with the result. The brochure will be distributed at the annual conference in Fort Worth and conference attendees will be encouraged to share the brochure with colleagues at the home institutions. As several ARLIS members are also attending ACRL 2015 in Portland, we will distribute brochures there as well.

LinkedIn
Committee chair Kimberly Detterbeck maintains the ARLIS/NA group presence on LinkedIn, and used the LinkedIn group membership request queue to target nearly 350 potential members with information about ARLIS/NA membership. Responses were overwhelmingly positive, and a number of those contacted responded that they planned to join the society.

Direct Outreach Activities
Membership Committee members also monitor Art Documentation and other publications for potential new members for the society and contacting them directly with information about joining. The Committee decided to contact potential members using paper mail as opposed to email to attract more attention.

The Membership Committee, at the request of the Executive Board, also reviewed the text of renewal emails sent out to lapsed members and as part of the annual membership drive. The emails were updated to reflect current membership benefits and include contact information for the Membership Committee Chair.
The Membership Committee would like to complete additional targeted outreach but need information from TEI. The Membership Committee requests assistance from the board in obtaining a list of names of those who have:

- received complimentary memberships
- attempted to sign-up for member-only webinars
- attended the annual conference (but are not members)
- participated in virtual conferencing
- let their membership lapse

The Membership Committee would like this information from the last 3-5 years.

**Featured Libraries**
The Membership Committee launched the "Featured Library" feature on the ARLIS/NA website. "Featured Library" is meant to be a counterpart to WoMaS. "Featured Library" will highlight an art/architecture/design library from the United States, Canada, and Mexico. The objective of the "Featured Library" essays is to encourage information and idea sharing among art libraries across North America beyond that of the annual conference. Skye Lacerte and Samantha Tator are the leaders on this project. Skye and Sam completed the guidelines for the articles and provided a sample write-up. They are now actively soliciting content via word of mouth and ARLIS-L.

**What our Members are Saying (WoMaS)**
WoMaS continues to be a popular feature of the ARLIS/NA website and the Membership Committee is proud to manage this effective outreach tool. Maggie Long continued to oversee the WOMAS initiative, selecting and contacting an impressive group of ARLIS/NA members. We recently focused on two Canadian members and a librarian from Brazil. Beth Morris, a member of the Development Committee, also submitted a write-up as a way to market the Learning Portal.

**Outreach Toolkit for Chapter Leaders**
Sarah Sherman, Chapter’s liaison, established the Chapter Leaders Basecamp space. The purpose of the space is "for chapter leaders across all 17 ARLIS/NA chapters to have discussions, share and learn ideas, collaborate on documents, etc. that may be of common interest." The Membership Committee is thankful to be invited to this space as a way to share outreach documents and templates with chapter leaders. The Committee will begin to populate this space with outreach materials that chapter leaders can use and adapt for local outreach efforts.

**Strategic Plan Progress**

*Action Plan Item:*
Goal I: Articulate New Directions and Identity for the Profession
A. Identify new membership and development opportunities to move the profession forward.

***1. Develop innovative outreach efforts to increase membership recruitment, retention, prospects and sponsorship from both familiar sources and emerging frontiers.

*Partner(s):*
Development Committee

*Status:*
In Progress
- LinkedIn Project
- Direct outreach project
- Chapter Outreach Toolkit

*Action Plan Item:*
Goal III: Create Stronger Leadership Through Promotion, Cooperation and Advocacy

A. Expand the Society’s programs to attract those new to the art information profession and those from a diverse range of institutions.

1. Schedule appearances at college job fairs to promote art librarianship as a potential career path for students and to promote student membership in ARLIS/NA.

   Partner(s):
   Diversity Committee, Executive Board Chapters Liaison, Professional Development Committee

   Status:
   In Progress
   • Working with Diversity Committee to recreate the membership form and gather more detailed information about the composition of the Society’s membership in order to identify areas of underrepresentation and create more relevant and targeted programming.

Action Plan Item:
Goal III: Create Stronger Leadership Through Promotion, Cooperation and Advocacy
A. Expand the Society’s programs to attract those new to the art information profession and those from a diverse range of institutions.

***2. Design and distribute an outreach resource kit for Divisions and Chapters to help promote ARLIS/NA as they connect with local LIS program events, open houses or job fairs.

   Partners(s):
   Professional Development Committee, Communications and Publications Committee

   Status:
   In Progress
   • Chapter Outreach Toolkit

Submitted Feb. 20, 2015