Annual Report 2014
Development and Membership Liaison

Submitted by: Martha González Palacios
margp@uoregon.edu
541.346.8785

Leadership Update:
Development and Membership Liaison
Outgoing (2013-15): Martha González Palacios
Incoming (2015-17): Ann Roll
Development Committee
Incoming (2015-16): Heather Slania
Membership Committee
Outgoing (2013-15): Kimberly Detterbeck
Incoming (2015-16): Suz Massen

Meetings Attended:
- ARLIS/NA annual membership meeting, Washington, DC
- Executive Board post-conference meeting, Washington, DC
- Executive Board mid-year meetings, New York, NY
- Northwest Chapter meeting, Seattle, WA
- Executive Board monthly conference calls
- Development Committee conference call
- Membership Committee monthly conference calls
- Chapter Chairs Roundtable meeting (with Development Committee Chair)

Development Committee

Committee Restructuring
Over the last two years, the Development Committee has undergone restructuring that will allow it to be more efficient and effective. First, after the 2013 conference in Pasadena, a dedicated Conference Fundraiser position was created that works directly and is part of the Conference Planning Committee. This made it possible for the 2014-15 Committee to return to a standard six member committee and to begin identifying distinct areas of focus for each member.

Conference Fundraising
Leads: Milan Hughston, Conference Fundraiser; Samuel Duncan, Local Development Chair
The conference fundraising team has been extremely successful; they have surpassed the amount raised in previous years and projected for this conference. As of mid-February, they have secured $80,250 (Sponsorship Only).
**Prospect database**
Lead: Teresa Soleau
TEI completed the development of this database in late summer and the Committee has been adding data for previous conferences. The database will be ready for full use for the Seattle Conference Fundraising team. Teresa has been working on a user’s guide that will be made available as PDF directly from the database; the working document is currently on the Development Committee Basecamp Project.

**2015-16 Projects**
- **Prospect Database**: Teresa will work with the Seattle conference fundraising team to implement use of the database.
- **Chapter Fundraising**: a Committee member will be designated as contact for chapters to assist them with fundraising efforts and provide guidance.
- **Society Circle Review and Campaign**: the Committee will review the structure and levels and create and implement a campaign to increase awareness and understanding of the role of SC in funding Society’s activities and programs.
- **Support Opportunities page on AWS**: Add a descriptive statement about the opportunity of making a bequest with contact information.

**Membership Committee**

**ARLIS/NA MOQ Outreach Internship**
Leads: Kimberly Detterbeck, Chair; Jennifer Garland, ARLIS/NA MOQ Chapter Past-president Adèle Flannery was selected for this internship. She designed two posters using text and images that directly related to the MOQ Chapter and will be submitting editable files that will be made available to other chapters for regional outreach campaigns.

**Featured Library**
Lead: Skye Lacerte and Samantha Tator
Skye and Samantha created guidelines for this regular news feature and are currently soliciting participation via ARLIS-L. Featured Library will alternate with What Our Members Are Saying.

**Membership Brochure**
Leads: Kimberly Detterbeck, Chair; Martha González Palacios, Liaison
A new trilingual brochure designed by Christopher Hibben is being printed and will be ready before the Annual Conference in Fort Worth.

**Membership Dues**
The Committee supported the Executive Boards proposal for an increase in membership dues, which will go in to effect for 2016.

**Targeted Outreach**
The Committee reviewed and updated the renewal email templates that TEI uses.

**2015-16 Projects**
- **Chapter Outreach**: The Committee will create an outreach toolkit to be shared on the Chapter Leadership Basecamp space.
- **Featured Library**: Skye and Samantha will continue soliciting content to launch and maintain this news feature.
- **Targeted Outreach Projects**: The Committee will identify specific groups for outreach, such as, individuals that received complimentary memberships.
Issues for the Executive Board

- Both the Policy Manual and the Conference Planning Manual should be updated to reflect the creation of the Conference Fundraiser position.
- While conference fundraising has been hugely successful, the changes in structure have resulted in reduced communication with the Development and Membership Liaison and, to a certain extent, with the Development Committee. The relationship between these three parties: Development Committee, the Development and Membership Liaison, and Conference Fundraising team needs to be more clearly defined. I would suggest that the Committee Chair and Liaison are invited to conference calls regularly (although not necessarily to all calls, perhaps once a month) and/or receive monthly reports from the Conference Fundraising team.
- The Membership Committee will need further support from TEI in order to gather and/or begin collecting information that is relevant to outreach and support efforts.