Membership Committee Meeting Minutes

Attendees: Laurel Bliss, Kim Collins (Board Liaison), Bryan Loar (incoming chair), Jamie Lausch, Maggie Portis (new member), Shalimar Fojas White (outgoing chair)

Recorder: Shalimar Fojas White

- Welcome
  - Thanks to committee members for their work in 2009-2010 and for their continued service on the committee for 2010-2011
  - Introduction of new chair, Bryan Loar

- Report from the Board Liaison
  - Kim Collins thanked the committee for their hard work during a year of transition with the new management company, TEI.
  - Collins reported that conference attendance this year was very strong. The Society had projected 350 attendees and there were nearly 600 registered. The Society's financial situation, including membership renewals, is good.
  - Every other year, a financial audit is conducted. Collins noted that anomalies were discovered under the previous management company, but that the 2009 audit with TEI is much improved.
  - Nancy Short, the ARLIS/NA Association & Conference Manager, will be leaving TEI for personal reasons - Chris Roper from TEI will be taking over as the new manager.
  - In the coming year, TEI will focus on assessment and encourages the entire Society to submit their feedback.
  - During the Board's recent meeting, they discussed TEI's current approach to working with the Society in a hierarchical manner, with committees working through Board Liaisons with TEI. The Board reminded TEI staff that ARLIS/NA is a volunteer organization and committee chairs like Bryan should be encouraged to work directly with TEI staff.
  - TEI is also working on a dashboard to provide Board with a snapshot of membership numbers, which will also be useful for the work of the committee. The group discussed how the Membership Committee chair should also have direct access to this data to facilitate the group's work.
  - Collins will send the schedule for the Board's upcoming conference call meetings to the Membership Committee chair, so that Loar can generate reports for the Board in a timely manner.
The Board has recently approved a license for GoToMeeting, a web conferencing software that will enable virtual meetings that may help make committee business more efficient throughout the year.

Ken Soehner, Past President, will be reprising the Strategic Planning Committee, on which the group has representation through Jamie Lausch.

Collins relayed the conversations that the Board had concerning the new tri-lingual membership brochure, which TEI had promised to complete in time for the conference, but did not deliver. The committee will continue to follow up with TEI staff to complete this project as its first priority.

- Review of the membership statistics

<table>
<thead>
<tr>
<th>Membership Category</th>
<th>Current 2010 members (as of 4/22/10)</th>
<th>Baseline 2009 members (as of 6/30/09)</th>
<th>Current 2010 members as percentage of 2009 baseline</th>
<th>2010 new members</th>
<th>2009 non-renewals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>579</td>
<td>583</td>
<td>99%</td>
<td>58</td>
<td>109</td>
</tr>
<tr>
<td>Retired/Unemployed</td>
<td>50</td>
<td>39</td>
<td>128%</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Student</td>
<td>193</td>
<td>174</td>
<td>111%</td>
<td>124</td>
<td>103</td>
</tr>
<tr>
<td>Introductory</td>
<td>52</td>
<td>37</td>
<td>141%</td>
<td>43</td>
<td>0</td>
</tr>
<tr>
<td>Honorary</td>
<td>26</td>
<td>29</td>
<td>90%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Misc</td>
<td>0</td>
<td>2</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Total Individuals</td>
<td>900</td>
<td>864</td>
<td>104%</td>
<td>232</td>
<td>223</td>
</tr>
<tr>
<td>Institutional</td>
<td>156</td>
<td>162</td>
<td>96%</td>
<td>12</td>
<td>28</td>
</tr>
<tr>
<td>Business Affiliate</td>
<td>30</td>
<td>47</td>
<td>64%</td>
<td>6</td>
<td>19</td>
</tr>
<tr>
<td>Overseas</td>
<td>13</td>
<td>25</td>
<td>52%</td>
<td>4</td>
<td>19</td>
</tr>
<tr>
<td>TOTAL MEMBERS:</td>
<td>1099</td>
<td>1098</td>
<td>100%</td>
<td>254</td>
<td>289</td>
</tr>
</tbody>
</table>

- 2010 renewals (1099) have brought the membership numbers to 100% of the 2009 levels and within the range for previous years (1098 in 2009, 1105 in 2008, 1047 in 2007, 1139 in 2006, 1131 in 2005, 1179 in 2004, and 1025 in 2003).

- Fojas White noted that having matched the 2009 levels puts the Membership Committee in a good position to grow the membership in the coming years.

- As in past years, new student memberships offset loss of non-renewals, so this segment should continue to be targeted.

- Fojas White reported that TEI delivered the updated numbers for the annual report days before the conference, without the raw data. This led to a discussion of the inconsistent reporting of membership numbers from TEI. Loar should request direct access to the data and regular membership reports so that data can be properly archived. Fojas White will send Loar all of the archived reports that she generated last year from MemberClicks.

- Review of 2009-2010 activities and goals for 2010-2011

- The renewals cycle for 2010 was better than 2009, but could be much improved now that baseline infrastructure had been out into place.
General discussion of how the 2010-2011 committee can now focus on more substantive projects since this groundwork had been laid by the work of the past year - the need to extend and expand the experience of members, rather than just meet the bar minimum of service.

An immediate, high priority goal is the completion of the tri-lingual membership brochure, particularly the review of the translated text and design options before TEI produces the brochure. [After the meeting, TEI delivered a draft of the brochure, which is currently being reviewed by translators arranged by Collins (Spanish) and Liv Valmestad, outgoing Canadian Member at Large (French). The membership committee will also be reviewing the text and design, with a goal to provide their feedback by May 16th].

General discussion of the need to visually re-brand ARLIS/NA, whether its web presence or printed publications used for marketing, and the role that the committee can play in improving the visual profile of the Society

The completion of the membership brochure will allow the committee to pursue other goals that have long been delayed, including a media tool kit that can be provided to chapters to aid in their promotion and marketing.

At this year's membership table in the exhibits hall, a few chapters left examples of their promotional materials, which piqued the interest of other members. Fojas White suggested that the committee work with Vanessa Kam, Chapters Liaison, to post materials from chapters in the members-only area of the site. [Fojas White mentioned this idea to Kam at a subsequent meeting and she reacted very positively.]

The group also noted the relative success of displaying award-winning books at the membership table at the conference. [Fojas White and Loar have since mentioned this idea to Rebecca Price, outgoing Wittenborn Award committee chair, who said that she would pass along the suggestion to the incoming chair].

Fojas White mentioned that the Publications Committee is considering a redesign of the Membership Directory and that the committee will likely be asked to provide its feedback.

The committee welcomed a new member, Maggie Portis, thanked the incoming chair, and adjourned the meeting.

2009-2010 Membership Committee
Laurel Bliss
Caroline Culbert
Jamie Lausch
Bryan Loar
Jill Luedke
Ian McDermott
Eva Revitt
Shalimar Fojas White, Chair
Kim Collins, Board Liaison

2010-2011 Membership Committee
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Jamie Lausch
Jill Luedke
Ian McDermott
Maggie Portis
Eva Revitt
Bryan Loar, Chair