Session/Meeting Name: ARLIS/NA Membership Committee Meeting
Date, Time: Friday, March 29, 2012 12:00PM

Moderators: Jamie Lausch Vander Broek (Chair)

Attendees: Virginia Allison, Kimberly Detterbeck, Stephanie Grimm, Maggie Portis, Phyllis Robarts, Jamie Lausch Vander Broek (chair), Rina Vecchiola (Executive Board liaison)

What our Members are Saying (WOMAS) Project
- Ideal situation:
  - Create a rotation of content lasting several months in advance
- Pitfalls of current situation:
  - Sometimes those contacted don’t respond
  - Other times, members are interested up front and then don’t follow through
- New plan:
  - Kim Detterbeck to lead the creation of a list of prospective people (on Membership’s Google site)
  - Brainstorm list of interview questions (on Membership’s Google site)
  - Make use of “What ARLIS/NA means to me” videos created at Welcome Party
  - Theme for selections: 40th Anniversary (original members, etc.)
  - Theme: Mentor/Mentee Pairs: Contact Rachel Resnik to further develop this idea

Membership Table
- In the past we have handed out the brochure, but this year it was included in the welcome bags
- Benefits/purpose to having a table?
  - Relationship building
  - Connection
  - Conversation with members
  - Presence of Membership Committee
- Focus on staffing during breaks/peak times

Strategic Plan and Action Plan
- We have primary responsibility for three Action Plan items:
  - 1.B.1.
    - Our proposal to the Executive Board is a good example of how we are already working on this assignment
    - Developing the webinar and lunchtime programs and incorporating a membership deal – Stephanie Grimm volunteered to take this on.
    - We also want to focus on recruiting non-traditional groups to the society (archivists, data librarians, etc.)
Diversity: does recruiting a diverse membership fall under our purview?
- Rina Vecchiola to check in with the EB about diversity

- Language issue: college job fairs?
  - Instead focus on targeting library schools – especially programs that don’t have an art focus
  - We also want to target librarians at AI schools, small art & design schools
    - These librarians are likely to be more isolated from their colleagues
- Kim Detterbeck and Maggie Portis will draft a letter for students (on Membership’s Google site)
- Issue of student chapters?
  - Perhaps best to target students via chapters, program managers at Library Schools

- We will focus on digital outreach (rather than creating a new printed suite of materials)
- Linked In – Membership to take over managing access to the ARLIS/NA Group as a digital outreach and communication tool

Lapsed Member Project
- We are awaiting approval from EB – discussion today at 1 PM
- Group to take a look at letter drafted by Phyllis Robarts and Virginia Allison and give feedback (on Membership’s Google site)

Respectfully submitted by
Jamie Lausch Vander Broek
April 26, 2012