

Membership/Marketing/Promotion Committee Report June 2005

In March, NDLA President, Marlene Anderson launched this committee to address the ideas for promoting NDLA that resulted from the brainstorming session last December.

Committee members are Liz Mason, chair, Debbie Job, Jeanne Narum, Al Peterson, Beth Postema, and Kathy Thomas.

While we were unable to address all of the ideas from the brainstorming session, we did a pretty good job with most of them. We found the ideas fit nicely under two goals: 1) Increase membership of various types and 2) Cooperate with other groups. We kept these goals in mind during our email discussions.

The committee's work was conducted entirely via email. The benefits to this are a natural record of the discussion and decisions and the ability of all committee members to participate from whatever their location, when it fits into their schedule. The drawbacks are long silences between communications, misunderstandings can occur, and valid email getting buried in spam. Face-to-face meetings would have helped speed the business along—I would recommend one or two face-to-face meetings if this committee should be formed again in the future.

To make the Board's work easier, the committee has tried to format the recommendations so that actions that need to be taken are easy to identify. At some length, we discussed changing the NDLA membership dues structure in order to include a lower rate for paraprofessionals and part-time staff. In the end, we decided to offer both options to the Board for their review and discussion.

Cooperating with other groups/Conference Attendance

- 1. Committee recommendation:** Allow members from North Dakota's bordering states/provinces to register for the NDLA conference at the member rate.

Anticipated benefit: Increased networking opportunities with librarians from adjacent states. Attendance increased at the conference.

Financial impact: Minimal

Executive Board Action needed: Executive board approval.

Additional Action needed: President of NDLA negotiates agreements with other groups. Perhaps update Membership Committee handbook with reciprocal agreements as they are developed.
- 2. Committee recommendation:** Develop reciprocal agreements with regional library associations which permit the advertising of each association's annual conference in each other's newsletter.

Anticipated benefit: This would advertise the membership rate to those who would receive it. See number 1.

Financial impact: Minimal

Executive Board Action needed: Executive board approval, Executive board approval of agreements.

Additional Action needed: President of NDLA negotiates agreements with other groups. Perhaps update *The Good Stuff* committee handbook with reciprocal agreements as they are developed.

Membership

- 3. Committee recommendation:** Institutional member libraries receive a full-page profile with color pictures in an upcoming issue of *The Good Stuff*.
Anticipated benefit: The library receives a benefit for institutional membership-- publicity for their library in *The Good Stuff*.
Financial impact: Minimal
Executive Board Action needed: Executive board approval.
Other Action needed: Add to the Membership Committee and *The Good Stuff* Committees' Policies Handbooks.
- 4. Committee recommendation:** The membership chair can print out a nice membership certificate for Institutional members that they can display on a wall.
Anticipated benefit: The library will receive something more significant than a membership card.
Financial impact: Supply costs.
Executive Board Action needed: Executive board approval.
Other Action needed: Add to the Membership Committee's Policies Handbook.
- 5. Committee recommendation:** Libraries with institutional memberships currently may send one non-member staff to conference at the membership rate. Change this so that libraries with institutional memberships paying less than \$100/year may send one non-member staff to conference at the membership rate, and those paying \$100 or more/year may send two non-member staff to conference at the membership rate.
Anticipated benefit: The library receives a benefit for institutional membership.
Financial impact: Minimal
Executive Board Action needed: Executive board approval.
Other Action needed: This doesn't appear in the Bylaws, so no ballot to NDLA members necessary?? Update Membership Committee Policies Handbook and Conference Policies Handbook.

- 6. Committee recommendation:** Change the NDLA dues structure. See two different models below.
Anticipated benefit: Creates lower dues for paraprofessionals and part-time employees. This we hope will translate to more members.
Financial impact: Moderate—difficult to anticipate.
Executive Board Action needed: Executive board approval.
Other Action needed: Review by Finance Committee, and put on the ballot for approval by all of NDLA, as a Bylaws change.

Model I

\$15/year for those salaried at \$15,000 or less. Add \$1 for each \$1000 above salary of \$15,000. Maximum dues are \$50
\$15 - Library Trustee/ Associate Membership

Model II

\$35/year personal membership
\$25/year paraprofessional/part-time staff membership
\$15 - Library Trustee/ Associate Membership

- 7. Committee recommendation:** Offer half-price membership for the first year for people joining NDLA for the first time.
Anticipated benefit: More people may be willing to try joining NDLA if it is at a lower price.
Financial impact: Minimal
Executive Board Action needed: Executive board approval.
Other Action needed: Put on the ballot for approval by all of NDLA, as a Bylaws change.
- 8. Committee recommendation:** Each elected executive board position gives a free membership to someone who has never been a member.
Anticipated benefit: People who've never been members of NDLA will be contacted about NDLA, and receive a free one-year membership. If we get them in the association, maybe we can keep them in the association.
Financial impact: 14 free memberships will be given out for free (approx. \$490, but entirely new memberships).
Executive Board Action needed: Executive board approval.
Other Action needed: Add to the Executive Board Policies Handbook. Each year, announce who receives the memberships in *The Good Stuff*.
- 9. Committee recommendation:** Create a "Job Page" on the NDLA web site that lists library jobs available in the state.
Anticipated benefit: Makes the NDLA web site a useful site to NDLA members and non-members, and to librarians who may move to the state.
Financial impact: Minimal
Executive Board Action needed: Executive board approval.
Other Action needed: Time consuming to keep current.