Annual Report 2010
ARLIS/NA Membership Committee

Submitted by:
Bryan Loar
Phone: 614-939-4240
Email: bryan@theloars.com

Membership Committee for 2010-2011
Chair: Bryan Loar
Committee Members: Laurel Bliss, Caroline Culbert, Jamie Lausch, Jill Luedke, Ian McDermott, Eva Revitt, Maggie Portis
Board Liaison: Kim Collins

Membership Committee for 2011-2012
Chair: Jamie Lausch
Committee Members: TBD
Board Liaison: Rina Vecchiola

2011 Renewals by Membership Category

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>549</td>
<td>579</td>
<td>95%</td>
<td>22</td>
<td>136</td>
</tr>
<tr>
<td>Retired/Unemployed</td>
<td>54</td>
<td>50</td>
<td>108%</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>Student</td>
<td>180</td>
<td>193</td>
<td>93%</td>
<td>34</td>
<td>99</td>
</tr>
<tr>
<td>Introductory</td>
<td>44</td>
<td>52</td>
<td>85%</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>Honorary</td>
<td>2</td>
<td>26</td>
<td>8%</td>
<td>0</td>
<td>N/A</td>
</tr>
<tr>
<td>Misc</td>
<td>3</td>
<td>0</td>
<td>300%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Individuals</strong></td>
<td><strong>832</strong></td>
<td><strong>900</strong></td>
<td><strong>92%</strong></td>
<td><strong>74</strong></td>
<td><strong>268</strong></td>
</tr>
<tr>
<td>Institutional</td>
<td>161</td>
<td>156</td>
<td>103%</td>
<td>2</td>
<td>25</td>
</tr>
<tr>
<td>Business Affiliate</td>
<td>37</td>
<td>30</td>
<td>123%</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Overseas</td>
<td>19</td>
<td>13</td>
<td>146%</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total Other</strong></td>
<td><strong>217</strong></td>
<td><strong>199</strong></td>
<td><strong>109%</strong></td>
<td><strong>9</strong></td>
<td><strong>43</strong></td>
</tr>
<tr>
<td><strong>TOTAL MEMBERS</strong></td>
<td><strong>1049</strong></td>
<td><strong>1099</strong></td>
<td><strong>95%</strong></td>
<td><strong>83</strong></td>
<td><strong>311</strong></td>
</tr>
</tbody>
</table>

These are the membership numbers as of March 1, 2011. The total number of members (1049) is lower than last year; however, there is nearly one-and-a-half months difference between the 2011 and 2010 comparative dates.
The total number of members for 2011 (1049) is within the range of totals from previous years: 1099 in 2010, 1098 in 2009, 1105 in 2008, 1047 in 2007, 1139 in 2006, 1131 in 2005, 1179 in 2004, and 1025 in 2003. Interestingly, there were significant percentage gains in Business Affiliate and Oversees categories (although the categories' total numbers are low which make percentage gains easy). Last year, the Membership Committee reported "considerable net losses."

II. Committee Activities
1) Online Directory
In October 2010, TEI informed the Membership Chair and Membership Board Liaison that enhanced member directory searching was being finalized. Enhancements included searching by divisions, sections, and special interest groups. The information is collected and submitted to ARLIS/NA’s Web Site Editor and TEI’s Membership Manager directly proceeding every annual conference. The information is not collected from ARLIS/NA’s new and renewing membership forms. TEI Association and Conference Manager Chris Roper indicated additional search criteria may be available in the future but doing so might require data entry. In 2011, when asked if TEI captures information such as members’ affiliated organizations from ARLIS/NA’s membership forms, Mr. Roper indicated TEI did not.

2) Renewals Notifications
In 2009, the Membership Committee reviewed automatic email messages sent to members during the autumn renewals cycle. The following messages were developed according a schedule whereby the renewals process starts 90 days before the expiration date (December 31st) and renewal reminders are sent at 90, 60, and 30 days prior. After the expiration date, there is a grace period of 90 days with additional reminders sent at 30 and 60 days. Final notices are sent at 75 and 90 days.

1. Welcome email  
   *Sent to new members upon receipt of online or print membership application form*

2. Thank you for Renewing email  
   *Sent to renewing members upon receipt of online or print membership renewal form*

3. It’s time to renew email  
   *Sent to current members 90, 60, and 30 days from expiration date*

4. It’s time to renew – final reminder  
   *Sent to current members 1 day from expiration date*

5. We are going to miss you email  
   *Sent to non-renewals at 30 and 60 days after expiration date*

6. We miss you email  
   *Sent to non-renewals at 75 and 90 days after expiration date*

7. Thank you for your payment email  
   *Sent to new and renewing members when they pay online*

8. Have you paid your invoice email  
   *Sent to new and renewing members who submit online form, indicate that they will pay by check, but payment has not been received within 30 days*

9. Information Needed email  
   *Sent to current members at 120 days from expiration date*

Committee members again noticed formatting issues, especially when viewing within Google’s Gmail. This will need further investigation in the coming 2011-2012 term.
3) Additional Renewals Activities

Honorary Members
During the 2010 renewal cycle, there were issues regarding honorary members receiving renewal notices for their lifetime memberships. TEI was able to rectify the issue by setting the “end term” date to 2099. There were no issues to report for the 2011 renewal cycle.

Invoices for renewals
During the 2010 renewal cycle, TEI notified the Membership Committee Chair that hard copy invoices would be sent to Individual, Institutional, Business Affiliate, and Overseas non-renewals in early December. No notifications were received by the Membership Chair for the 2011 cycle.

Outreach to 2010 non-renewals
To reach as many individuals as possible before the early-bird conference registration deadline, the Membership Committee revised the committee’s original ARLIS-L renewal message. Revisions included a heavier emphasis on member benefits, a more compelling call-to-action, and a broadening of audience to include messaging to prospective members.

Additionally, the message outlined clear instructions to direct particular member types (i.e. new vs. renewals) to the appropriate membership resources. The message was posted to ARLIS-L on January 31, 2011.

As with previous years, the Membership Committee supplemented the automatic renewal reminders and the ARLIS-L communication with targeted messaging to non-renewals.

The campaign was initiated on February 3, 2011. Out of 384 emails sent, 17 member responses and 2 bounce-backs were received. After locating as many missing emails as possible, an additional 34 emails could not be sent. The majority of member responses indicated that the member had renewed by check. Some of these members requested confirmation of receipt. In these cases, the Membership Chair directed their queries to TEI’s Membership Manager. For those who had renewed, the Membership Chair thanked the member for their continued membership. To further personalize the response, the Membership Chair included the number of years the individual had been a member. The two members that received these personalized messages indicated that their stated years of membership were incorrect. The Membership Chair quickly realized that the original membership dates in TEI’s database are not always correct. After consulting TEI’s Chris Roper, it was discovered that the issue stems from data migration from MemberClicks to TEI. Mr. Roper has proposed allowing members to update their original membership dates.

Once the Membership Chair has received communications that members have the option to change the date, the chair will send a message to the membership at large via ARLIS-L.

From the 17 responses, only one former member wrote why they will not renew this year. The individual wrote their position is no longer aligned with the Society, and they are experiencing a lack of funding.

General comments about the 2011 renewals cycle
As described briefly above and reported in last year’s Membership Committee annual report, quite a few members indicated that by the time they had received the personalized email, they had already renewed their membership. This created some confusion on the member’s part and necessitated the Membership Chair emailing TEI to confirm that a member’s account was indeed active. This is due to the fact that the membership reports provided by TEI do not always reflect the most current status of members, particularly since they are not considered active until payment is processed. As there is some lag time between receipt and processing of payment, the membership lists provided are not always up-to-date.

While the Membership Chair now has access to create ad hoc reports, report delivery can take several hours. Furthermore, even with the ability to create reports, the payment processing aspect regarding member status is still problematic.

4) Member Queries
The Membership Committee regularly responds to queries from members about benefits, renewal procedures, and membership status. Committee members are able to respond to some of these inquires, such as explaining member benefits or instructing members on how to renew their memberships.

Extending the grace period to three months relieved many of the concerns brought to the Membership Committee regarding renewing and conference discounting.

Although not directed towards the Membership Committee, a number of members questioned why the Society does not accept American Express credit cards. Chris Roper addressed membership via ARLIS-L on February 17, 2011, stating that he would research the costs associated with accepting American Express credit cards and deliver his findings to the Board at their March meeting. Mr. Roper also indicated that he would have a list of accepted credit card types added to the membership renewal and conference registration web sites.

Three ARLIS/NA committee chairs inquired about receiving automated emails from TEI regarding member interest. The emails are triggered when a new or renewing member selects a service area of interest from their membership form. Additionally, emails are triggered when an existing member updates their profile. For chairs, usually the designated recipient of the emails, the emails are difficult to manage and discern between an actual new interest and an existing interest. TEI’s Chris Roper acknowledged the problem, but, as of March 1, 2011, there has been no solution.

In contrast to last year, the Membership Chair did not receive communications due to a lack of service from TEI. TEI did experience a staff change. Nicole Cheever has replaced Carrie Banacin as Membership Manager. Additionally, Karen Olsen has been named Association Specialist. From the Membership Chair’s experience, the transition was impeccable and service levels remained high.

5) Membership Brochure
Revising the membership brochure has been a goal of the Membership Committee for some time, but the lack of support from McPherson Clarke made this task unachievable in previous years.

With TEI’s help, the Membership Committee developed copy, selected imagery, and guided brochure design. The Canadian Member-at-Large provided a French translator; the Association & Conference Manager arranged for a Spanish translation
of the text. The committee members also identified three members willing to include quotations and photographs in the brochure. They contacted these members personally and also developed forms to permit ARLIS/NA to use both the text and images. These permissions were secured and passed along to TEI.

The Board confirmed that the $1,750 ($500 for design, $1,200 for printing, line item #5280) originally allocated in 2007 could be carried over into 2010. TEI indicated that design services, up to 210 hours a month, are already part of their fees. Thus, unless intensive design work is needed, the entire $1,750 may be used for printing.

In May 2010, the committee shared the final draft in two color variations with the Board. The Board approved the blue-hued design, and, with the assistance of the Board’s Chapter Liaison, the Membership Chair reached out to the Society’s chapter chairs.

In total, 1,000 brochures were printed at a cost of $602.00. 200 brochures were sent the Society’s American Library Association Liaison to distribute at the ALA’s June 2010 annual meeting. Another 44 brochures were mailed to each of the 18 chapters. Thus, 992 brochures were distributed with eight brochures remaining in the care of TEI.

Having a smaller first printing allowed the Society to save capital in the anticipation that further edits to the brochure would be requested. Additional edits received by the Membership Chair included spelling out the first instance of ARLIS/NA, making information to join more prominent, and editing a quote to be grammatically correct in a formal sense.

As of March 1, 2011, a request for the first two revisions have been sent to TEI. The last request has not been implemented to keep the informal tone of the quote.

6) Membership Flyers
Using the design from the brochure, flyers in English, French, and Spanish were developed to be distributed electronically as PDFs. A new page was created on ARLIS/NA’s Web site to house the flyers and other promotional materials at http://www.arlisna.org/promo_materials.html

7) 2011 Conference Activities
Membership Committee, along with the Diversity Committee, will hold a joint business meeting at the joint VRA + ARLIS/NA annual conference on March 25, 2011 from 12:00 – 1:00 p.m. The meeting will focus on potential collaborations between the two committees.

Additionally, the Membership Committee has requested an information table, which has been included in the past three conferences. Committee members will oversee the table and provide members with information about the Society and how to participate in its activities.

8) ARLIS/NA Website
The Membership Committee maintains a page on the ARLIS/NA website: http://www.arlisna.org/organization/com/membership/index.html. It lists the committee’s members, mission, annual reports, conference meeting minutes, and guidelines for the “What Our Members Are Saying…” section. Additionally, the committee works with ARLIS/NA HQ to update the “Join ARLIS/NA” page (http://www.arlisna.org/join.html) with current renewal instructions and forms.
The “What Our Members Are Saying...” section of the ARLIS/NA website featured individual members: http://www.arlisna.org/saying.html. These features were the source of the quotations used in the revised membership brochure and the new membership flyers.

IV. Review of 2008-2011 Goals

Goal III: To be an advocate for our members, the profession, and ARLIS/NA.

Objective C. Craft and administer effective recruitment and retention strategies to attract and maintain new members.

Actions:
- Revise membership brochure.
  Nearly done. The Board has approved the final design and the Society’s chapter chairs have gathered feedback from their members. Final edits have been submitted to TEI. Once brochure is completed, committee may move ahead with the goals listed under Objective D.
- Contact new members.
  Revisit. New members receive welcome messages via TEI’s member database. However, the presentation, from formatting to professional presentation/branding, remains an issue.
- Contact non-renewals.
  Done. In January 2011, the committee sent a general call-to-action to ARLIS-L to promote renewal. In February 2011, the committee sent personalized emails to 2010 non-renewals (memberships expired on 12/31/10).

Objective D. Provide proactive outreach to library schools to diversify our membership and the profession.

Actions:
- Improve marketing of benefits.
  Pending. The group developed project plans to create a “media kit,” which will include a standardized PowerPoint introducing ARLIS/NA and listing member benefits. Instead of creating a PDF version of the brochure, the committee has created PDF flyers in three languages. This outreach package can be distributed to chapters, or used by individual committee members for local outreach to library schools. These initiatives are dependent on the approval of the suggested visual guidelines made by the ARLIS/NA Brand Standards Task Force.
- Work with local ARLIS/NA chapters.
  Pending. In 2009, the committee developed a geographic assignment model for committee members to serve as liaisons to chapters for outreach. The committee also planned to distribute a “media kit” (see above) to chapter chairs, who would be encouraged to adapt the package for presentation at local library schools. These initiatives are partially dependent on the approval of the suggested visual guidelines made by the ARLIS/NA Brand Standards Task Force.
- Identify which GSLIS programs currently have courses in art/visual resources librarianship and/or have a student interest group for art/visual resources enthusiasts.
  Partially complete. In 2008, committee members researched GSLIS programs and contacts.

Need to send updated marketing materials, including revised membership brochure and pending "media kit."
Goal IV: To strengthen and increase the effectiveness of ARLIS/NA’s activities and operations.

Objective A. Conduct regular assessment of ARLIS/NA’s programs to inform future strategic planning.

Action:
- Investigate the feasibility of a comments/suggestions page on the website which would be monitored regularly or other options for members to offer feedback to the Society.

In Process. Suggestions were put forward in the 2009 annual report. On February 16, the Membership Chair spoke with TEI leadership, former ARLIS/NA President Amy Lucker, and ARLIS/NA Webmaster Nedda Ahmed regarding the potential for the ARLIS/NA Web site (AWS) to move to a content management system (CMS). To determine the necessity of a CMS, the ARLIS/NA participants decided to analyze the Society’s needs and return to TEI with a needs assessment. The current Membership Chair will participate in the AWS Sub-Committee meeting at the annual conference to further discuss the Society’s needs, and the chair will share outcomes with the incoming Membership Committee Chair.

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

Actions:
- Communicate the activities of the Committee to the members of ARLIS/NA in an effort to increase transparency and promote a better understanding of the operations of the Society.

Actively pursued. Committee communicated regularly with membership via ARLIS-L and email campaigns. Efforts need to be increased.

Objective C. Enhance the ARLIS/NA website by populating it with relevant content to create the premiere website for art library professionals.

Actions:
- Provide input into the development and maintenance of TEI’s online directory.
- Investigate how the committee can take advantage of the software. *Actively pursued. Need to provide additional feedback on how to improve and expand the functionality.*
- Continue “What our members are saying...” section of website. *Actively pursued. In January 2011, this feature was revived with the assistance of the committee’s incoming chair. Mark Pompelia is the first feature. The second feature will post just before the joint annual conference, and it will highlight a member who is part of ARLIS/NA, VRA, and the conference’s hosting ARLIS/NA chapter, ARLIS/Twin Cities.*
- Create ARLIS/NA-hosted Membership Committee website to make available information and resources relevant to the committee. *Done, but needs to be developed more. The committee has partially provided members with access to standardized marketing materials at http://www.arlisna.org/promo_materials.html, which can be used for informational or recruitment purposes. In addition to the new member welcome email in HTML format, the committee would also like to post a “media kit,” visual identity guidelines, and logos.*

**V. Executive Board issues**

In 2009, the Executive Board asked the Membership Committee to make a recommendation for what the Society should do with regard to the Institutional, Business Affiliate, and Overseas membership categories. The Board also requested an analysis of the Society’s current calendar year renewals and whether ARLIS/NA would be better served with an alternative system. The Board made decisions on both in 2010.

In 2010, the Board asked the Membership Committee to evaluate and make recommendations on advertising to members. The Membership Committee’s analysis and recommendations are listed below.

1. **Reassessing Membership Categories**
   
   Based on the analysis and recommendations of the Membership Committee from the committee’s 2009 annual report as well as the perspective of the Board, it was resolved that Institutional and Business Affiliate categories are to be merged into the Business Affiliate/Institutional category. A Board vote was not necessary as it was a technical change, and TEI’s Chris Roper was to make the change “immediately” according to the September, 2010 Board minutes. In March 2011, the Committee Chair notified Mr. Roper that the changes still needed to be reflected on the online and PDF membership forms.

   Additionally, the chair reiterated a suggestion made in October 2010 to change the name to “Organizational Membership.”

   Changes to be made include the following:
   - The online membership form needs consolidation between the Business Affiliate and the Institutional membership categories to the Business Affiliate/Institutional category
Current category descriptions from the online form:

<table>
<thead>
<tr>
<th>Institution Membership</th>
<th>Business Affiliate Membership</th>
</tr>
</thead>
</table>
| • For not-for-profit library, educational, cultural and research institutions within Continental North America only  
  • Subscription to Art Documentation  
  • Access to the online member directory  
  • Discount on JORNET postings  
  • For the designated representative of the organization, includes discounted conference rates and participation in all Divisions, Sections, and Special Interest Groups |
| • For all for-profit associations located globally and not-for-profit institutions outside Continental North America  
  • Subscription to Art Documentation  
  • Access to the online member directory  
  • Discount on JORNET postings  
  • For the designated representative of the organization, includes discounted conference rates and participation in all Divisions, Sections, and Special Interest Groups |
| $190.00/year | $190.00/year |

- **Changes**
  - Title: Business Affiliate/Institutional Membership
  - Description: Only the first bullet is to be changed to “For all non-profit and for-profit organizations”

The PDF membership form also needs consolidation.

Current category descriptions from the PDF form:

**Institutional and Business Affiliates.** Includes Art Documentation, Access to the on-line member directory, and Discount on JORNET postings. For the designated representative of the organization, includes Discounted conference rates and participation in all Divisions, Sections and Special Interest Groups.

<table>
<thead>
<tr>
<th>Institution</th>
<th>Business Affiliate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$190* (Not-for-profit library, educational, cultural and research institutions within the Continental North America only)</td>
<td></td>
</tr>
<tr>
<td>$190* (For-profit associations located globally and Institutions outside the Continental North America)</td>
<td></td>
</tr>
</tbody>
</table>

- Changes
  - Remove one of the two designations
  - Change the remaining category to “Business Affiliate/Institution $190* (Non-profit and for-profit organizations)”

It should be noted that, while the Board adopted a combined category, there were additional suggestions from the 2009 annual report that have not been taken into account.

- Suggestions for additional benefits to attract new memberships include:
  - Allowing an institutional membership to be represented by more than one individual.
  - Offering institutional memberships akin to the College Art Association where an institutional membership enables up to 10 employees conference registration at the member rate. This structure would likely raise the Institutional rate, but would offer more for the money.

**Overseas category**

In the Membership Committee’s 2009 annual report, the committee made suggestions regarding the category and its relationship with Art Doc. In October, 2010 Membership Committee and Art Doc Task Force Member, Laurel Bliss, reported that “we're looking at transitioning Art Doc to an online format, more than just having PDFs in Art Full Text. The plan is to get an RFP back from several university presses that already publish scholarly journals and who are going to be part of JSTOR Current Scholarship (a new way to get current issues of journals).”

**2009 Annual Report Recommendations**
Perhaps ARLIS/NA should eliminate the Overseas category and create an Art Doc-only subscription.
  o International organizations that primarily want the Art Doc subscription and no additional benefits can pay $102 ($85 for the subscription and $17 for postage).
  o International individuals who value their memberships will be encouraged to join as Individual members who can enjoy the full benefits.
  o Moving forward, when Art Doc moves online, international organizations who wish to continue their subscription can move to an e-only subscription and pay $85 initially, without postage. This gives ARLIS/NA room to increase subscription fees more regularly over time, as other periodicals do.

2. Reassessing the Renewals System
In Membership Committee’s 2009 annual report, the committee outlined the pros and cons of calendar or anniversary (i.e. rolling) renewals. At the time, the committee did not make any specific recommendations as to one or the other. The Membership Chair shared with the Membership Board Liaison that there were more pros than cons for an anniversary system. The liaison took this information to the Board which voted to continue with calendar renewals. The following is taken from the liaison’s minutes from the September 24, 2010 meeting.

Chris Roper explained that accounting procedures dictate that we only accrue 1/12th of the membership fee each month, so that all the pros about spreading out monies are irrelevant. Even though most of our members would keep the 12/31 renewal date, some board members felt that the anniversary renewals would begin to shift closer to the conference date (which might cause additional stress on HQ during an already busy season.)

The vote’s outcome prompts two suggestions made within the 2009 annual report.

A) Incentivize renewals by offering discounted membership rates for those who renew early (up to 30 days prior to deadline)
B) Offer pro-rated membership rates for those who join ARLIS/NA mid-year.

3. Recommendations for the Renewals Process
- Online directory and membership form
  Improvements still need to be made. Last year’s analysis and recommendations will be forwarded to the AWS Sub-Committee.
- Member inquiries
  TEI’s service in regards to response times have improved over last year, no issues have been brought to the Membership Chair’s attention. The renewal process has been simplified with the adoption of the 90-day grace period. There were additional logistics due to the ARLIS/NA and VRA joint conference regarding early-bird registration codes. However, TEI’s Association & Conference Manager sent the code individually to the new or renewing members as they signed up.
- Scheduled TEI communications
  The automated 90, 60, and 30 day renewal reminders are now in place. The Membership Committee will need to work with TEI to ensure the formatting is not lost when sent to certain email accounts like Google’s Gmail. Gmail strips the line breaks and creates a nearly unreadable message. This is true for all the automated communications from TEI.
The incoming Membership Committee Chair will need to make sure that the communications reflect the current Society President’s name at the bottom.

Reminding the following chair will also be important. A checklist is currently being developed so that this and other pertinent information is communicated between changing chairs.

Scheduled communications at the 75- and 90-day benchmarks will need to be evaluated to ensure they are in line with our new 90-day grace period.

- **Reporting**
  - The ability to report has greatly improved since the 2009 annual report. Membership Committee Chairs now have access to create Ad hoc reports. However, the reports indicate only a snapshot at the current moment. The snapshot can be misleading because members’ payments that have been received but not processed show as inactive if it is past December 31.

  Additionally, it is difficult to analyze longitudinally unless reports have been printed on specific dates. Currently, there is no schedule to print reports so that accurate year-to-year analysis may be accomplished.

- **Membership web pages**
  - Improvements still need to be made. Last year’s analysis and recommendations will be forwarded to the AWS Sub-Committee.

4. **Advertising to Members: Evaluation and Recommendations**
   In June 2010, the Board asked the Membership Committee to review and provide recommendations regarding direct and indirect advertising to ARLIS/NA members. The pros and cons outlined below for the following means were discussed. The Membership’s recommendation follows the outline.

   A. **ARLIS-L**
      - Sell yearly access to post solicitations
      - Pros
        - Monetizing the listserv
      - Cons
        - Long-time institutional and organization members may be angered. Monitoring activity to make sure that listserv members are abiding by this policy would mean extra work for the moderator.
      - Notes
        - Suggested to keep the fee low, $50-80/yr

   B. **Email Blasts**
      - One-time message sent to members
      - Pros
        - Managed through TEI, potential for customization of end recipient classes (library type, geography, etc.)
      - Cons
        - Potential low population if everyone opts out
      - Notes
        - Opt-in/out option would need to be developed as well as an opt-out contact.

   C. **Email Lists**
      - Sell an electronic spreadsheet list.
      - Pros
Could charge a higher premium because the proprietor could have unlimited advertising potential

Cons

- There may be proprietors that do not act responsibly

Notes

- Opt-in/out option would need to be developed as well as an opt-out contact.
- We could create a contract that would state that the proprietor only emails once, or we could sell the list without contractual restrictions.

The Membership Committee recommends the following:

Email Blasts
One-time message sent to members

Pros

- Managed through TEI, potential for customization of end recipient classes (library type, geography, etc.)

Cons

- Potential low population if everyone opts out

Notes

- Opt-in/out option would need to be developed as well as an opt-out contact.

Least favorable was the option to monetize ARLIS-L. Members felt that advertising via the listserv is not advisable. This is probably because most of the committee expects the listserv to function as a “pool of professional knowledge.”

Case studies of other professional organizations’ member communication preferences

American Library Association (ALA) Case Study:
ALA offers tiers of communication. The tiers go from maximum to minimum amounts of information and include and option to set member preference for physical mail or email. A link on a member’s homepage titled “review your communications preferences” takes you to the preference page.

Tier Headings
1. Communications from ALA and outside organizations.
2. Communications from ALA, chapters, and affiliates of ALA and its units.
3. Just ALA, please.
4. Official communications only.

Special Libraries Association (SLA) Case Study
SLA offers only a simple opt out option if “you do not wish your name be included in our mailing service.” By default, you are opted in. A link under the Member dropARLIS/ NA Membership Committee – 2010 Annual Report - Page 12 of 12 down menu titled “Update Your Information” takes you to the page where you can set your preferences.