**Annual Report 2012**

**Membership Committee**

**Submitted by:** Jamie Lausch Vander Broek  
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Chair: Jamie Lausch Vander Broek  
Executive Board Liaison: Rina Vecchiola  
Committee Members: Virginia Allison, Kimberly Detterbeck, Stephanie Grimm, Ian McDermott, Maggie Portis, Phyllis Robarts

**Membership Numbers** (as of March 2012)

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Affiliate</td>
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<tr>
<td>Honorary</td>
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<tr>
<td>Individual</td>
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<td>Institution</td>
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<td>Overseas</td>
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<td>Retired/Unemployed</td>
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<tr>
<td>Student</td>
<td>191</td>
</tr>
<tr>
<td>Sustaining</td>
<td>28</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>912</strong></td>
</tr>
</tbody>
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**2011-2012 Activities**

The Membership Committee engaged in a number of different initiatives over the past year, ranging from revamping our outreach to library school students to connecting with chapter chairs in partnership with the Diversity Committee. A major focus has been the change in ARLIS/NA’s membership structure and its impact on the overall membership numbers of the society. A summary of our activities is below.

**Survey of Chapter Chairs**

Committee member Phyllis Robarts contacted each of the ARLIS/NA regional chapter chairs to elicit their suggestions on ways to increase the diversity of our membership. She received detailed feedback from several chairs, and found that their suggestions fell into five categories:

- Define “diversity” – it was important to chapter chairs that we agree on a definition of diversity prior to embarking on an initiative to increase it within the society.
- Establish a Clear Goal – chapter chairs also urged us to create solid, achievable goals for the diversity project.
- Expand Recruitment – Recruitment was mentioned in two contexts. First, it was suggested that the membership of ARLIS/NA reflects that of the profession, and so recruitment of a diverse student population must occur before ARLIS/NA and other library organizations can become more diverse. It was also suggested that we diversify our recruitment as a society, expanding beyond traditional locations.
• Improve Communication – the chapter chairs suggested that we might improve the diversity of our membership by increasing our presence on social networks and other media.
• Examine Barriers to Membership – prior to successfully diversifying our membership, the chapter chairs noted that we must take a look at what may prevent people from joining the society.

Lapsed Members Project
Committee members Virginia Allison and Phyllis Robarts began an ambitious project to contact lapsed members of the society and recruit them as members this fall. They obtained a master list of lapsed members from TEI, and began analyzing it. They also drafted a letter to be sent to these former members.

Student Outreach Project
Committee members Maggie Portis and Kimberly Detterbeck took on the task of revitalizing our outreach to students.

What our Members are Saying (WOMAS)
Over the past year, committee member Kimberly Detterbeck took over the WOMAS initiative, selecting and contacting an impressive group of ARLIS/NA members to be featured on arlisna.org. She recently began collaborating with the Awards Committee and will soon feature the Worldwide Books Award winner in the next edition of WOMAS.

Membership Table
As in past years, all committee members staffed a table in the Annual Conference Exhibit Hall. As an experiment, the Membership Committee distributed clementines to attendees who stopped at the table in addition to ARLIS/NA brochures. The snacks were a hit, and the Membership Committee plans to again stock its table for the 2012 Exhibit Hall.

ARLIS/NA Membership Brochures
In June and October 2011, committee chair Jamie Lausch Vander Broek contacted the ARLIS/NA membership via ARLIS-L offering ARLIS/NA brochures. The response from the membership was very positive, and TEI coordinated the distribution of over 300 brochures.

ALA Conference Table
Led by Thomas Caswell, ARLIS/NA staffed a table at the ALA Annual Conference in June of 2011. Membership Committee member Virginia Allison attended ALA and volunteered to assist in this effort.

Conference Attendee Survey Analysis
Committee member Stephanie Grimm took on the extensive results of the 2011 Conference Attendance Survey, examining them for information that could help guide our efforts in increasing the membership. A summary of her findings is below.

A main theme in the survey was a discussion of the value of the content being offered at the conference and beyond. The mentorship program in particular received high praise. Members also highlighted some services that ARLIS/NA does not currently offer (or provides on a limited basis) that could be used to incentivize potential members, such as:
• Resume help and career counseling workshops at conferences
• More virtual content and webinars
• More guidance for professional involvement

Survey respondents were also asked to discuss the joint conference. Concerns seemed to stem more from logistical and planning concerns, rather than any aversion to "joining
forces" with another organization, and many responders appreciated the additional program offerings.

The survey results also suggested that additional effort is needed to recruit and retain Student and Individual members from museums, and that in utilizing the survey data to inform our recruiting efforts, there is likely to be overlap with the diversity initiative mentioned above.

Strategic Plan Feedback
In the past few weeks, the Membership Committee has responded to requests from the Strategic Planning Committee to deliver feedback on their Action Plan. Several committee members contributed to the project, producing detailed responses for use by the Strategic Planning Committee. The Membership Committee welcomes the new Strategic Plan and Action Plan and looks forward to using it to benchmark our progress and plan future initiatives.

Issue for the Executive Board
Proposal to Increase Individual Membership
With the recent changes in our membership structure, the need to increase individual membership is greater than ever. With that in mind, the ARLIS/NA Membership Committee suggests the following approach:

1. The Membership Committee should work with TEI to assemble a list of art information professionals and students interested in the field in North America who are not in ARLIS/NA and send each one a targeted letter. The Membership committee would draft the letter, and TEI would coordinate the mailing.

2. ARLIS/NA should offer a discounted individual membership rate for referring new people to the organization. For each new person a member refers, he or she would receive $25 off the annual membership rate.

The Membership Committee also requests that the Executive Board consider offering a discounted individual membership rate for returning lapsed members.