Annual Report 2012
Membership Committee

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Chair: Jamie Lausch Vander Broek
Executive Board Liaison: Rina Vecchiola
Committee Members: Virginia Allison (partial term), Kimberly Detterbeck, Stephanie Grimm, Maggie Portis, Phyllis Robarts, Victoria Sigurdson

Membership Numbers (as of February 2013)

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honorary</td>
<td>12</td>
</tr>
<tr>
<td>Individual</td>
<td>572</td>
</tr>
<tr>
<td>Introductory</td>
<td>58</td>
</tr>
<tr>
<td>Lifetime</td>
<td>14</td>
</tr>
<tr>
<td>Retired/Unemployed</td>
<td>52</td>
</tr>
<tr>
<td>Student</td>
<td>152</td>
</tr>
<tr>
<td>Sustaining</td>
<td>29</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>889</strong></td>
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2012-2013 Activities
The Membership Committee engaged in a number of different initiatives over the past year, ranging from targeting lapsed members of the society to piloting a referral program. A major focus continues to be 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.

Referral Project
The Membership Committee worked with the ARLIS/NA Executive Board and with ARLIS/NA headquarters to establish a pilot program offering current ARLIS/NA members who refer new members to the society a $25 credit as an incentive. The program officially began in the fall 2012 and will be re-evaluated in the fall of 2013 to determine its impact.

Lapsed Members Project
Committee members Virginia Allison and Phyllis Robarts successfully completed an ambitious project, contacting lapsed members of the society to recruit them. They obtained a master list of lapsed members from ARLIS/NA Headquarters, analyzed it, and wrote a letter to be sent to these former members. The letters were distributed in the fall of 2012 and the lapsed members were also offered the opportunity to renew their memberships at the reduced Introductory rate.

Student Outreach Project
Continuing with work begun last year, members Maggie Portis and Kimberly Detterbeck pursued the task of revitalizing our outreach to students. Maggie drafted a letter to be posted on Library School list-servs or discussion boards with an appendix of optional details for personalizing the postings, such as the presence of a dual degree program, as well as a
summary of student rates for chapter membership in each area. Maggie and Kim have also been in contact with members of the Diversity Committee to partner in this outreach effort in fulfillment of an ARLIS/NA Action Plan item.

**LinkedIn**
Committee chair Jamie Vander Broek took over maintaining the ARLIS/NA group presence on LinkedIn, and used the LinkedIn group membership request queue to target nearly 300 potential members with information about ARLIS/NA membership. Responses were generally positive, and a number of those contacted responded that they planned to join the society.

**Direct Outreach Activities**
Membership Committee members have also begun monitoring Art Documentation and other publications for potential new members for the society and contacting them directly with information about joining. As with the LinkedIn site users, response was generally positive.

**Non-Member Webinar Attendees**
Member Stephanie Grimm has begun collecting the names and contact information of non-members who attempt to register for ARLIS/NA webinars to contact with information about joining the society. She drafted a letter to send to these potential members, and will soon begin contacting them following each webinar that is offered.

**Updating the ARLIS/NA Membership By-Laws**
This year, the Membership Committee worked with the ARLIS/NA Executive Board to update the ARLIS/NA by-laws regarding membership categories to remove outdated and unused categories and update the descriptions of currently used categories.

**Featured Libraries on AWS**
Member Phyllis Robarts recently took on a new initiative to regularly feature libraries on the ARLIS/NA web site (AWS) in the style of What our Members are Saying (WOMAS). Beginning with a focus on a Pasadena library to coincide with the annual conference in April, Featured Libraries will aim to share photographs and an intriguing narrative about a new library 4–6 times per year.

**What our Members are Saying (WOMAS)**
Committee member Kimberly Detterbeck continued to oversee the WOMAS initiative, selecting and contacting an impressive group of ARLIS/NA members to be featured on arlisna.org. She recently featured the first student to appear on WOMAS, and will soon feature a Pasadena librarian to coincide with the debut of Featured Libraries in the next edition of WOMAS.

**Membership Table**
As in past years, all committee members staffed a table in the Annual Conference Exhibit Hall. The Membership Committee again distributed clementines to attendees who stopped at the table in addition to ARLIS/NA brochures, which were popular as in years past. The Membership Committee plans to again stock its table for the 2013 Exhibit Hall.

**ARLIS/NA Membership Brochures**
Committee chair Jamie Vander Broek worked with ARLIS/NA headquarters to order a small supply of brochures for the ALA Conference and to sustain member requests through the next year. It is expected that the 2013-14 Membership Committee will focus on the task of re-envisioning the brochure as part of a more digitally-based suite of promotional materials in partnership with the Communications & Publications Committee in fulfillment of an ARLIS/NA Action Plan item.
ALA Conference Table
Led by Thomas Caswell, ARLIS/NA staffed a table at the ALA Annual Conference in June of 2012. The Membership Committee worked with ARLIS/NA headquarters to provide brochures.

Strategic Plan Progress
The Membership Committee was mentioned in a primary or support role in 7 of the current Strategic Plan’s Action Plan items. A summary of our progress on these items is below.

Action Plan Item:
Goal I: Articulate New Directions and Identity for the Profession
A. Identify new membership and development opportunities to move the profession forward.
   ***1. Develop innovative outreach efforts to increase membership recruitment, retention, prospects and sponsorship from both familiar sources and emerging frontiers.
   Partner(s): Development Committee
   Status: In Progress
   • Lapsed Member Project - email sent to all lapsed ARLIS/NA members encouraging them to return to the society with a one-time discount in the membership rate
   • Referral Project - discount offered to society members who refer a colleague to the society
   • LinkedIn Project - messages sent to each LinkedIn account holder who requests ARLIS/NA affiliation and who does not have an active society membership
   • Webinar Project - emails sent to non-members who request to join ARLIS/NA webinars

Action Plan Item:
Goal II: Expand Mentoring, Management and Transition Skills
A. Introduce additional mentoring opportunities that increase the possibilities for informal and less structured support and learning experiences for new professionals.
   1. Encourage opportunities for early career professionals to serve on ARLIS/NA and chapter committees.
   Partner(s): Executive Board, EB Chapters Liaison, Professional Development Committee
   Status: Not yet Started

Action Plan Item:
Goal III: Create Stronger Leadership Through Promotion, Cooperation and Advocacy
A. Expand the Society’s programs to attract those new to the art information profession and those from a diverse range of institutions.
   1. Schedule appearances at college job fairs to promote art librarianship as a potential career path for students and to promote student membership in ARLIS/NA.
   Partner(s): Diversity Committee, Executive Board Chapters Liaison, Professional Development Committee
   Status: In Progress
   • Diversity Committee sent a survey to gather data about LIS job fairs and other information about current recruitment practices across the society
   • Student Project: data gathered about LIS student list servs and student involvement in chapters across the society as well as information about chapter rates for students
Action Plan Item:
Goal III: Create Stronger Leadership Through Promotion, Cooperation and Advocacy
A. Expand the Society’s programs to attract those new to the art information profession and those from a diverse range of institutions.
   **2. Design and distribute an outreach resource kit for Divisions and Chapters to help promote ARLIS/NA as they connect with local LIS program events, open houses or job fairs.**
   *Partners(s):*
   Professional Development Committee, Communications and Publications Committee
   *Status:*
   Not yet Started

Action Plan Item:
Goal III: Create Stronger Leadership Through Promotion, Cooperation and Advocacy
B. Foster partnerships and affiliations with other professional organizations by identifying opportunities for dialogue and collaboration.
   1. Identify organizations with common interests, based upon ARLIS/NA members who have membership in other professional organizations, to be targeted for affiliation.
   *Partner(s):*
   International Relations Committee, Executive Board Affiliate Organization Liaison, Membership Committee
   *Status:*
   Completed
   - Created a spreadsheet of potential affiliate organizations based on member-reported data gathered at the time of renewing or creating an ARLIS/NA membership.

Action Plan Item:
Goal III: Create Stronger Leadership Through Promotion, Cooperation and Advocacy
D. Promote active chapter involvement as a vital stepping stone towards future societal leadership.
   2. As part of a first-time attendees’ annual event, dedicate time for chapter chairs to pitch their chapters' activities.
   *Partner(s):*
   Executive Board, EB Chapters Liaison, Conference Planning Advisory Committee
   *Status:*
   Completed
   - Chapter chairs now have a time slot during each first-time attendees event during which they can share their activities with potential new members.

Action Plan Item:
Goal IV: Emphasize our Collections and Stewardship Role
A. Provide a framework and forum for resource sharing collaborations between members and outside institutions, organizations and consortia.
2. Determine areas of potential collaboration related to resource sharing with other organizations by identifying and working with ARLIS/NA members already affiliated with outside groups.
   *Partner(s):*
   Executive Board Affiliated Organizations Liaison
   *Status:*
   Not yet Started