36th Annual Conference  
Grand Hyatt, Denver, Colorado, May 1-5, 2008

Membership Committee Meeting Minutes

Sunday May 4th, 2008 9:30-11 am

Chair: Rachel Resnik

Present: Ian McDermott, Alyssa Resnick (committee member), Eva Revitt, Rachel Resnik (outgoing committee chair), Rebecca Price (outgoing Board rep), Amy Trendler (incoming Board rep), Margaret Boylan (committee member), Shalimar Fojas White (incoming committee chair), Jon Evans (committee member), Laurel Bliss, Rodica Krauss

Welcome

Introduction of new chair: Shalimar Fojas White

Membership Statistics

Projected 2008 membership statistics look good—there are over 1100 records in MemberClicks already—very much in keeping with 2006 and previous years.

Two things to remember in sending out renewal reminders: ARLIS HQ typically sends out reminders via personalized mail merge e-mail. If we don’t have a member’s current e-mail address OR that of his/her institution, spam filters will filter mail from arlisna.org and member will not receive renewal reminder. Urge Board to also send out generic reminder via listserv to reach these folks and listserv lurkers. Other ideas for renewal reminders: 1) send out a postcard in the mail and 2) announce renewal time on the website.

2007 Renewals by Membership Type
<table>
<thead>
<tr>
<th></th>
<th>Total 2007 Members</th>
<th>New 2007</th>
<th>2006 Non-Renewals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>634</td>
<td>94</td>
<td>118</td>
</tr>
<tr>
<td>Retired/Unemployed</td>
<td>33</td>
<td>7</td>
<td>19</td>
</tr>
<tr>
<td>Student</td>
<td>135</td>
<td>91</td>
<td>78</td>
</tr>
<tr>
<td>Honorary</td>
<td>25</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Individuals</strong></td>
<td><strong>827</strong></td>
<td><strong>194</strong></td>
<td><strong>215</strong></td>
</tr>
<tr>
<td>Institutional</td>
<td>144</td>
<td>3</td>
<td>57</td>
</tr>
<tr>
<td>Business Affiliate</td>
<td>45</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>Overseas</td>
<td>31</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td><strong>TOTAL MEMBERS:</strong></td>
<td><strong>1047</strong></td>
<td><strong>210</strong></td>
<td><strong>304</strong></td>
</tr>
</tbody>
</table>

These are membership numbers as of October 2007, when membership renewals began to be applied to 2008. The total number of members (1047) is lower than the past few years. 1139 in 2006, 1131 in 2005, 1179 in 2004, 1025 in 2003. Although the number has not fallen off shockingly, it is important that membership numbers be monitored closely for the next few years. The largest decrease has been for Institutional memberships, which have decreased by 60% over the past two years. This is due in part to ARLIS/HQ correcting some memberships that had previously been incorrectly classified. So some Institutional memberships became Business or Overseas memberships, but there is still a significant net loss.

**Board liaison report and discussion of Board and Committee expectations**

Rebecca and Amy introduced the new Alternative Voices Speakers Fund.

They explained the shift in Board liaison from the Secretary to the Development Board member. There is an association between development and membership.
Announced that President Deborah Ultan Boudwyns would be introducing the dues increase at the Membership Meeting breakfast and outgoing Membership Committee Chair Rachel Resnik would answer questions about dues increase proposal. There is a necessity for a dues increase because of the increased cost of current expenditures and the need for the Society to take on more initiatives, such as the processing of its archives.

**Review of 2007-2008 activities**

See the 2007 Annual Report for a general summary of the committee’s activities.

Margaret Boylan debriefed the committee on two projects she has been working on: 1) With Bryan Loar contacting GSLIS programs asking them to include links to ARLIS/NA and the regional chapters and 2) With Jill Luedke sending GSLIS programs (with art librarianship focus) information about ARLIS/marketing materials. Project 1 is going well; she has received positive responses from GSLIS programs. Boylan brought up the idea of going back and checking which schools follow through with a link to ARLIS/NA. Project 2 is more complicated because it is difficult to determine which GSLIS programs have an art focus. Boylan and Luedke have used various surveys and other lists to compile an extensive spreadsheet of schools to contact. Resnik discussed with Boylan and Luedke which materials to send to the schools. [Resnik: I believe the most recent decision was to send each program 5 membership brochures, 5 Careers in Art Librarianship from the Professional Development committee, and 5 ArLiSNAP flyers with a letter offering more materials on request.]

Committee discussed the new member welcome packet which was sent electronically via MemberClicks. Resnik pointed out that there aren’t many documents describing the Society and its activities and this presents a challenge when trying to gather stuff for a new member welcome packet. Jon Evans noted that the Membership Committee should request such material from other committees at the beginning of the ARLIS-year, when everyone is setting their goals for the year.

The Committee felt it would be very worthwhile to have these promotional/informational documents gathered and available on the ARLIS/NA website. Someone suggested talking to Kraig Binkowski, who is responsible for the Professional Resources section of the website.
Resnik explained that the new member packet was sent to all new members as of March 19th and that anyone who has joined since then would not have received a welcome packet. She recommends that the Committee investigate a way to have the new member packet sent automatically to new members. Until this is possible, new members should be monitored monthly so they too can receive new member packets.

2007 Conference Sessions related to Membership

Update:

1. The Membership Committee is overseeing an informational ARLIS/NA table/MemberClicks Help Desk in the exhibitions hall. It was staffed for 5 hours on Saturday.
2. A MemberClicks help guide was created for the table in the exhibitions hall, especially for times when table will not be staffed. This documentation should be fleshed out and made available on the website.
3. Resnik will be answering questions regarding dues increase proposal at Membership meeting on Monday.

The general consensus is that the table in the exhibitions hall was a good idea and worth pursuing again. Some suggestions for improvement were: 1) have a better placement, so that the table is not mixed in with the vendors—perhaps consider being placed with Hospitality Desk 2) use the table also as a guide to the exhibitions hall—have maps of where the vendors are located and proved basic information about scheduling, whether people can bring drinks into the hall, etc.

Publicity
Resnik presented some ideas from Bryan Loar, who was unable to attend, about the “What Our Members Are Saying...” section of the website. Loar has prioritized some member types that he believes should be featured in upcoming segments. He also offered to continue editing WOMAS.

Review of new strategic plan and development of goals and actions

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.  
  *Pending—was awaiting Society changes. Must be done 2008-9.*
- Contact non-renewals.  
  *Not done. Requested and received a list of non-renewals from ARLIS/HQ in October. Information seemed suspect because ARLIS HQ was in transition with personnel and systems. Because it seemed that some non-renewals might be due to outdated contact information, it was decided to send out renewal notices on the listserv as well as via personalized e-mails. A regular procedure needs to be created so this is addressed each year in a consistent manner. The Committee should get feedback from the Board on how aggressive the Committee should be in tracking down and soliciting feedback from non-renewals. Boylan pointed out that this had been done aggressively in the past with e-mails and phone calls. Committee agreed this should be continued and would not be too burdensome if the list of non-renewals is split up between all Committee members.*

Bracketed goals below not discussed. Instead Committee brainstormed new goals—specifically as they relate to benefits.

Discussion of Benefits
- We should market benefits more
- We should develop new/better benefits (ALA offers car insurance)
- The opportunity to present at the conference is a great experience and should be highlighted as a benefit
- Pursue reciprocal benefits with VRA?
- Highlight current benefits more clearly, passionately, and personally
- Being part of an advocating body should be highlighted as a benefit

- Work with local ARLIS/NA chapters to increase membership in ARLIS/NA by initiating outreach to local members who are not yet Society members. Encourage chapters to advertise ARLIS/NA member benefits (in part by urging them to include links on their local websites to the ARLIS/NA membership page or at the very least to the ARLIS/NA main page). Offer assistance to chapters as they change their membership structures in response to the Affiliation Agreement.  
  *Pending.*
• Begin discussion with Development and Travel Awards Committees to pursue funding to encourage membership growth, and to identify additional funding sources for new members.  
*Pending.*

• Examine the welcome letter sent to renewals and new members and enhance its contents so that Society benefits and structure are more obvious. Solicit material for the Welcome Packet from: Professional Development Committee (brochure), Diversity Committee, ArLiSNAP, Awards Committee, and Development Committee (on Society Circle).  
*Done to a certain extent. See details under “Welcome packet for new members” above.*

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

**Action:**
• Work with ArLiSNAP and the Diversity Committee to promote membership, help foster membership retention, and provide leadership training for the Society. – perennial
  - Engage members of ArLiSNAP by actively following and participating in the ArLiSNAP blog at [www.arlisnap.org](http://www.arlisnap.org).  
  *Not frequently enough.*
  - Identify which GSLIS programs currently have courses in art / visual resources librarianship and/or have a student interest group for art / visual resources enthusiasts. And identify contacts for these institutions. Begin by surveying ArLiSNAP members about their schools.
  - Modify new member welcome packet and send to contacts at institutions identified above.
    - New member welcome packet materials just sent out to new members. Can now proceed with this phase, if Committee decides we have enough material to pursue this.
  - Work with contacts to get GSLIS websites to link to ARLIS/NA website and local chapter websites, when appropriate.

**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.**

**Actions:**
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. 

Pending.

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

Actions:
- Make recommendation to board about changing membership structure so that it is a tiered system.
  Done.
- 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. 
  Preliminary attempt executed. Effort needs 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 MemberClicks, as appropriate. And investigate how the committee can take advantage of the new software. 
  Actively pursued. In process.
- Continue “What our members are saying...” section of website. 
  Actively pursued. In process.
- Create ARLIS/NA-hosted Membership Committee website to make available information and resources relevant to the committee.
  Done. Could be developed more.
- Include welcome packet informational material on AWS, so that all members have access to the material we are distributing to new members and can use it for informational or recruitment purposes. 
  Pending.]

New Business
Privileges in MemberClicks. Increase privileges for the chair to better help answer queries from the public, be able to monitor membership statistics more easily, and be able to correspond with new members.

**Thanks to outgoing members**

2007-2008 Members

- Margaret Boylan
- Jon Evans
- Shalimar Fojas White
- Bryan Loar
- Jill Luedke
- Alyssa Resnick
- Rachel Resnik, chair
- Kay Streng
- Board Liaison: Marilyn Nasserden

2008-2009 Members

- Laurel Bliss
- Margaret Boylan
- Bryan Loar
- Jill Luedke
- Ian McDermott
- Alyssa Resnick
- Eva Revitt
- Shalimar Fojas White, chair
- Board Liaison: Amy Trendler