The Membership & Retention Committee had an active year in 2006-07. It continued its responsibility of contacting members who have not renewed their memberships. Hannah Phelps, the AALL Membership Services Coordinator, provided names and contact information of these members to the committee. Due to the size of the contact list, it was divided geographically among the committee and each member was assigned 40 to 50 individuals to contact. Initial outreach was conducted via e-mail with subsequent contact by telephone.

The following list reflects some of the reasons individuals have not renewed their memberships:

- **Economics:** Some employers would no longer cover the cost. The value of the membership was not worth the cost. Recent graduates who were not yet employed full-time and found the cost prohibitive. A question was raised by this group as to whether a half price membership was available during the student-to-professional transition.

- **Retirement:** Seven individuals indicated that they had retired or were anticipating retirement.

- **Left Profession:** Ten indicated that they had left the law librarian profession.

- **Unreachable:** Several could not be reached at the contact information provided.

- **Deceased:** Three members are deceased.

- **A significant portion indicated that they had either forgotten to renew, and would do so, or thought that they had renewed. Many of these individuals follow up with their own institutions or with AALL Headquarters, rather than via the committee.**

The 2005-06 committee proposed a project to help raise awareness of the benefits of membership in AALL. This project took the form of an essay contest entitled, “Why I Belong….” The committee segmented the responses into three groups based on years of experience: 0-5 years, 5-10 years, and 10+ years. The winners from each group were contacted in March and received full registration to the 2007 Annual Meeting. The contest, which ran from November 15 through December 15, was promoted in the *AALL Spectrum*, on various listservs, and via President Holterhoff’s *From the Desk of e-mail newsletter*. An article on the contest and the winners appeared in the June *AALL Spectrum*.

An initiative was proposed this year to contact new AALL members and personally welcome them to the association. The goal is to establish a personal and warm connection with the association, to answer any questions, and to offer guidance about AALL. Hannah Phelps indicated that her office could provide a listing of new members.
on a periodic basis (quarterly or twice a year). Work on this project began in April; each committee member received a copy of the packet sent to new members of AALL. The intention was to review the packets and discuss what information should be emphasized and what other information should be included. We hope that next year’s committee will see this as a project worth pursuing.

A committee member raised a question regarding AALL representation at the annual meetings of other associations such as SLA and ALA. At the 2007 Annual Meeting, all present at the committee meeting agreed that our presence at these other associations’ meetings would be valuable. The committee began inquiring with the AALL headquarters as to whether there is a role for this committee in this activity.

The chair would like to thank committee members Sue Burch, Tom Duggan, Carla Evans, Leanne Hillery, Roberta Studwell, Cossette T. Sun, Nancy Thoms, and Tracy Timmons for their hard work throughout the year. The chair would also like to thank Joyce Manna Janto, our Executive Board liaison, and Hannah Phelps, AALL staff liaison, for their invaluable knowledge and insight.

Claudia Jalowka, Chair
2006-07