Committee Name: Membership Development Committee

Committee Charge: CHARGE: The Membership Development Committee will coordinate internal and external activities with Headquarters to identify and recruit potential Association members. This recruitment effort shall include telephonically contacting lapsed Association members from the prior year to encourage membership renewal. The recruitment effort may also include:

- Advising AALL staff on all promotional activities and campaigns related to membership recruitment and retention.
- Requesting funding, when necessary, in conjunction with the Recruitment to Law Librarianship Committee, to staff booths at career conferences as well as meetings of library, legal, paralegal and similar associations.
- Serving as a liaison to chapters explaining member benefits and dues while monitoring membership trends.
- Reviewing and evaluating AALL member benefits.
- Developing membership brochures or other promotional materials.
- The Membership Development Committee shall also be responsible for coordinating the mentoring efforts of AALL, AALL chapters and special interest sections. This coordination may include:

  - Publicity for mentoring recruitment to ensure optimal matches between mentors and mentees.
  - Tracking of formal mentoring relationships, when possible, to allow appropriate follow up.
  - Gathering data from current and former participants to aid in critical evaluation of mentoring efforts.
  - Development of networking opportunities for AALL mentors and mentees.
  - Service as a clearinghouse of mentoring-related literature and information.

Major Activities for 2008-2009:

- Late summer/early fall
  - Finished contacting chapters to survey membership and retention practices, have information for 21/31 chapters
  - Created and administered a survey of 08 Mentor Project participants, heard from ~50% of participants
  - Developed more streamlined approach for Non-renewing Members project

- Oct-Dec
  - Contacted the 365 members via email or phone where possible, compiled results, will submit to board
  - Created a plan for addressing the mentoring activities portion of the committee's charge

- Jan-July: Comprehensive approach to mentoring portion of the charge, Mentoring activities address the AALL Core Value of community, they meet the Goal of Leadership by expanding mentoring programs and opportunities
  - assess past Mentor Project processes, streamline them in light of survey results
  - contact SISs and chapters to learn about their mentoring programs, use that information to enhance our practices and develop a "Best Practices" program for mentoring activities in AALL
  - Examine the mentoring activities of other library organizations, incorporate great ideas into our programs
  - Analyze all mentoring materials on AALLnet and review outside literature and web resources to create an excellent group of materials for our future web page and to use to train AALL, SIS and chapter mentors
  - Explore ways to reach the goal of self-initiated online mentor matching
  - Work closely with other AALL committees - particularly CONELL and Recruiting - to enhance related programs and activities at the AALL annual meeting

Proposed Activities for 2009-2010:

- Next year's committee will most likely:
  - Continue to review and improve our Mentoring Program matching and train mentors
  - Push the Best Practices for establishing a mentor program out to the chapters and SISs
  - Continue to develop materials for our web page
  - Continue to work toward online mentor matching and year round program that also reaches out to mid-career AALL members
  - Work with related AALL committees and SIS to enhance all mentoring efforts
AALL Committee Activities and Action Plan

- Work with the Board and the Director of Membership Marketing and Communications to determine the feasibility of the committee continuing with the present approach to contacting lapsed members

- Discuss the elements of the committee's charge and determine whether the focus of our efforts should be more exclusively devoted to mentoring activities and programs