Following the merger of the Membership & Retention and Mentoring Committees in early 2008, the Membership Development Committee’s (MDC) primary duties are to contact members who had not renewed their memberships and to examine the Mentor Project and determine how to turn the Annual Meeting-focused matching program into a year ‘round endeavor.

The MDC undertook the following activities during 2008-09:

- Contacting the remaining 10 chapters who hadn’t responded to the survey on member retention practices (results are lengthy and will be posted to the chapter website).

- Reviewed and streamlined the processes used to identify and contact members who had not renewed their memberships as of Sept. 1. The process entails taking a list of 332 names, dividing them among the committee members, then attempting to contact the members by e-mail or phone to determine why they haven’t renewed.
  - As in past years, we were unable to contact approximately half of the members on the list. Of those we did contact, the most common reasons for non-renewal were: left the profession/retired, no longer employed, and their employer wouldn’t pay their dues due to the economy.
  - All in all, we spent 80 hours contacting over 200 members on the list, and in the end convinced fewer than 20 people to renew their memberships.

- Created an action plan for energizing the Mentor Project and transforming it to a year-round model and explored ways to push mentoring out to the chapter arena in an attempt to reach more members of the profession. The action plan identified areas of the project to explore and next year’s committee will likely continue this work:
  - Assessing SIS and chapter mentoring initiatives and matching procedures to create a model to share with other entities
  - Creating a PR campaign to reach out to the SISs and chapters who want to start mentoring projects with this information
  - Reviewing and revising the forms used in light of mentoring practices of other library organizations and professional groups.

- With the technical expertise of David Holt, the MDC has a new, but as of yet rather bare, web page on AALLNET. As part of the action plan, the MDC hopes to accomplish the following to populate the page:
  - Identify and summarize best practices for mentoring programs and post this information
  - Gather links to mentoring materials from all AALL SISs, caucuses, committees, and chapters and organize them
  - Gather and present materials on training mentors and assist protégés so they get the best guidance from the relationship
  - Collect other chapter membership development information that we think members may find useful.
I would like to thank the members of my committee for their hard work (and patience) this year: Vice Chair Elizabeth “Dede” Bradsher, Amy Bruce, Karen Douglas, Edward Hart, Sue Johnson, Larry Meyer, and Mark Schwartz. My thanks also go to our Board Liaison Cornell Winston and our AALL Staff Liaison Hannah Phelps.

Ellen Platt, Membership Development chair