AALL Committee Activities and Action Plan

Committee Name: Membership Development Committee

Committee 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 2009-2010:

**Late Summer/Early Fall**

- Contacted AALL headquarters about the Lapsed Member Project. Since Headquarters will now be contacting the lapsed members, our committee was to be assigned any lapsed membership follow up if necessary.
- Sent out the notes from the Membership Development committee meeting that was held in Washington, D.C. in July to get feedback from members on the items that were discussed in that meeting.
- Contacted members of the committee to discuss possible meeting times to schedule our annual committee meeting for the Denver convention, and to discuss the reception dates and times. Our plan for the mentor/mentee reception was to schedule a time that we would attract the greatest number of mentor/mentees and CONELL members to attend.
- Finalized the date and times for the Membership Committee meeting and the Mentor/Mentee reception and submitted them.
- Discussed with Catherine Lemann about putting a promotional blurb in the e-newsletter about the Mentor/Mentee Project.

**January/February**

- Members were contacted about budget needs and about scheduling a conference call to discuss the upcoming year's events and needs.
- Budget was submitted to Headquarters in January.
- A conference call was scheduled and the following items were discussed:
  - Designing a ribbon for members to wear during the annual convention in Denver. This ribbon would be in addition to the ribbon that is currently being used for the Membership Development committee. We discussed the possibility of coming up with a "catchy" phrase that would be a conversation starter that would enable the members of the committee and others the opportunity to tell AALL members about the Mentor/Mentor project.
  - Giving out promotional items that would get the word out about our committee and its purpose.
  - Discussed putting another blurb about the Mentor/Mentee project in the next e-newsletter.
  - Highlighting a Mentor/Mentee relationship each day in the convention newspaper.
  - Giving an annual award or certificate of some kind to a Mentor and Mentee at the reception.
- Having a table set up at CONELL and at the Exhibits Hall that would promote the Membership Development committees resources to members of AALL, promote the Mentor and Mentee project, and
promote the Mentor/Mentee reception to the CONELL attendees and to the AALL members who have signed up to be a mentor or to be mentored within the last year.

- Members of the committee were assigned to upcoming projects that were discussed for the Annual Convention.

February/March

Another conference call was scheduled in February. Further discussions were considered by the committee about the budget and upcoming projects for the Annual Convention.

We discussed setting up the booth at CONNELL and in the exhibit hall and giving away candy and literature to interested members as they stop by the table.

We also discussed having a "contest" to see how members would finish the sentence: "Mentoring is so much more than...". We would award a prize to the top five answers or we would have a drawing and the winning person would get a bookmark.

We also discussed highlighting several members in the convention newspaper who had been long time mentors to other law librarians.

- The Mentors that have signed up via our web page, will be matched with the mentees that have signed up for this year. This will be done by the end of February.
- Discuss the possibility of having another webinar.

April/May

- Finalize the plans for the tables and activities at AALL. Submit the forms for activities table and CONELL table.
- Contact newly paired Mentors and Mentees to see how that is progressing and get feedback from them on how they are keeping in touch and see if there is anything that they need from the committee to foster that relationship.

June/July

- Submit food choices, etc. for the Mentor/Mentee reception.
- Revisit the Mentors and Mentees forms to insure that everyone that signed up has been matched and invited to the reception at the Annual Meeting.
- Attend to any last minute details before the annual meeting.

Proposed Activities for 2010-2011:

For the upcoming year:

- The committee proposes to continue the efforts of the 2009-2010 committee to expand upon AALL’s efforts related to membership development.
- On-going efforts will include the finalization of promotional material, a plan to promote distribution of the material and otherwise create greater visibility for our efforts.
- The committee will seek to work with the Recruitment to Law Librarianship Committee as charged to explore joint efforts to promote the profession as well as seek out opportunities with other AALL entities, including chapters.
- The committee will explore the possibility of creating another webinar on mentoring and/or related topics either as a stand alone committee project or in conjunction with other appropriate entities.
- The committee will work on program proposals for the 2011 annual meeting.
- The committee will work on the mentor/mentee reception and related promotional efforts for the 2011 annual meeting.