Membership Development Committee Annual Report 2009-2010

The Membership Development Committee did the following activities for 2009-2010:

- Discussed ways to reach out to the SIS and chapters to give greater publicity to the MDC and what the committee has to offer to AALL members. Some of the ways that were discussed included:

  We developed a letter to the SIS and chapters asking for volunteers for the mentor and mentee program and got a good response. We want to continue that effort so that we can have more people involved and can have a greater pool of members to match up according to their interests and involvement with their regional and state chapters. The SIS response gave us a chance to match up members according to what type of library they were employed in.

  We also were contacted by some chapters about the MDC outreach efforts and how the chapters could use those ideas to improve their member’s involvement.

- Discussed ways to reach members and promote the mentor/mentee program. Some of those ideas included:

  Using CONELL more effectively by giving more details of what the MDC does. We could do this when we speak briefly to the CONELL attendees and by setting up a booth at the marketplace.

  Promoting the mentor and mentee program by developing brochures and having them available at CONELL and in the Exhibit Hall.

  Exploring the possibility of having another ribbon to be given out at registration for those members who have signed up to be a mentor or mentee.

  Giving out promotional items such as thumb drives, lanyards, stickers, pens, and business cards with the mentor/mentee logo and MDC web link on them.

  Highlight a mentor/mentee relationship by writing an article to put in the conference newspaper.

  Making matching bookmarks for all of the mentors and mentees who sign up for the program.

  Setting up a booth with literature, etc., in the Exhibit Hall and having it manned by members of the MDC who can answer any questions that AALL members might have. We want to have a greater visibility to the membership of AALL.
-Revisited the way in which members sign up online for the mentee/mentor program and how we follow up with the matches:

Matching up the members seemed awkward using the Google docs spreadsheet so we are in the process of developing a Word document for sign up.

We are also discussing how we can follow up to ensure that the members that have been matched are a “good fit” and active in their correspondence with one another.

We are designing a letter to send to the mentors and mentees that will be useful as an introduction letter.

The letter will introduce the members (that have been matched) to one another by giving background information so that they can develop upon that information.

The letter will also make suggestions for developing that relationship. Suggestions may include example questions to get a dialog going or activities that may be used to get the members more familiar with what the mentoring program involves.

-Prepared for the AALL Mentoring Reception.

We are designing tickets for the Mentoring Reception to be given out at CONELL. We have discussed better ways to get more people to attend the reception.

Develop a packet of informational literature about the MDC with the invitation and ticket to be given out at CONELL.

Get a list of members attending CONELL and sending them MDC information prior to them attending the conference.

Worked with AALL Headquarters on the menu for the reception.

Made the decision to move the reception earlier in the conference schedule so that the time change wouldn’t conflict with other receptions. By doing this, we hope to attract more members to the reception.

I would like to thank all of the members of the Membership Development Committee for all of their hard work and great ideas and input: Vice Chair Larry Meyer, Karen Douglas, Laura La Rose, Christine Sellers, Elizabeth McKenzie, Kathleen Brown and our Board liaison Carol Bredemeyer and our AALL staff liaison Julia O’Donnell.