AALL Committee Activities and Action Plan

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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 2010-2011:

1.) Annual Meeting In Denver
   A.) Incoming Chair spoke at CONELL
   B.) Committee members Staffed CONELL Marketplace Table
   C.) Successful mentoring reception including CONELL attendees, mentoring matches and committee members
   D.) Meeting on Outgoing and Incoming committee(s) with initial planning for new year.
   E.) Mentoring articles in the Convention Newsletter
   F.) Promotional Table in Exhibit Hall

2.) Fall 2010 Activities
   A.) Program proposals created and submitted for 2011 Annual Meeting
   B.) Committee took lead on “Member Briefing” section in December Spectrum featuring AALL’s “Cradle to Grave” committees. (AALL committees participating: Continuing Professional Education; Diversity; Leadership Development; Recruitment to Law Librarianship and Membership Development.)
   C.) Chair and Vice Chair participated in conversations with other committees in support of the Recruitment Committee’s activities. The committee agreed with the other committees to assist the Recruitment Committee in its efforts including the possibility of inviting Library School educators to attend the Annual Meeting as VIP guests.

3.) Winter 2010-2011
   A.) Submission of budget request and other reports/forms as requested.
   B.) Replacement of Vice Chair as previous Vice Chair to serve on AALL Board beginning July 2011
   C.) Conference Call to plan rest of year:
      a.) mentor/mentee project--tweaked form; set dates; agreed to be on-going process
      b.) Annual Meeting 2011
         1.) reception
         2.) CONELL
         3.) convention newspaper
         4.) exhibit table and promotional material
5.) meeting of outgoing/incoming committee

4.) Remaining Activities

A.) Begin matching mentors/mentees after initial March 11 deadline (ongoing matching after deadline)
B.) Select Menu for mentoring reception
C.) Finalize other Annual Meeting 2011 plans.
D.) Develop Promotional Materials in consultation with AALL HQ. for annual meeting and future activities.
E.) Coordinate with related committees on program to invite Library School educators to attend Annual Meeting as VIP guests.

Proposed Activities for 2011-2012:

The Membership Development Committee proposes to continue building on the previous efforts of the committee in strengthening AALL’s commitment to the association’s core values of lifelong learning and intellectual growth, the role of the law librarian in a democratic society, equitable and permanent access to legal information and continuous improvement in the quality of justice community by providing the tools and opportunity for each member to develop to their full potential as law librarians. To achieve these goals, the committee will continue to promote and strengthen the mentoring program and seek out additional opportunities to promote development and growth. Outreach will be through listervs, AALL publications and other media as appropriate. The committee will continue to work closely with AALL HQ staff and the Executive Board in identifying additional ways to promote growth and development.

The committee would also like to work with AALL HQ on tweaking the charge of the committee to more accurately reflect current practice.

Specifically the committee this coming year will focus on:

1.) Submitting program proposals for the 2012 Annual Meeting.
2.) Continue outreach efforts through AALL and Chapter communication.
3.) Continue to match mentors/mentees.
4.) Build on the relationships with related committees to support their efforts and vice versa on providing support for our members as they begin and proceed through the profession.
5.) Updating the Committee Charge.
6.) Seek opportunities to further the mentoring program through programming and through working with local chapters.