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's (MDC) work is an important part of the current strategic direction of Leadership. Though primarily intended to work toward the support and development of law librarians at all experience levels as leaders, our Committee's work also promotes opportunities for members to hold membership positions by linking newer members with experienced members who have experience in leadership roles.

Online Mentoring: In 2012-2013, the MDC has worked and will continue to work to completely overhaul the current mentoring program. In the past, mentors and mentees submitted applications to be in the Mentoring Program. Matches were then made by the MDC. During the AALL Futures Summit in November 2011, there were multiple comments and suggestions made about the current mentoring program. One of the more overriding themes of the Summit was that members wanted a more modern way to select their mentors. Some suggestions compared the ideal model to one similar to online dating. After the Futures Summit and because of the feedback expressed there, conversations were had with AALL regarding the feasibility of doing this. It turns out there is a module that can be added to the AALL My Communities that is an online mentoring module. A plan to implement this module by MDC was submitted to the AALL Executive Board Finance and Budget Committee in October 2012. In November 2012, the MDC conducted a survey of past mentors and mentees regarding the Mentoring Program. Most of the survey sought feedback regarding the mentor or mentees experience. However, one question addressed how participants would feel were the Mentoring Program moved to an online community environment. Of the 46 respondents, 50% (23) were supportive, 39.1% (18) were neutral, and 10.9% (5) were unsupportive. The plan to introduce an online mentoring module as part of My Communities proceeded. Because of a price increase from last year, additional approval was needed from the AALL Finance Committee. This approval was obtained in February 2013. In the past, the Mentoring Program has been launched in February and March. However, in light of the desire for the new format, MDC thinks that a slight delay in the timeline will be ok. The new mentoring module will then not have a timeline because there will be no matching done by the MDC. Mentors and mentees can find each other at any time of the year and hopefully meet at the AALL Annual Meeting as in the previous Mentoring Program. MDC will work with AALL and Higher Logic to implement the mentoring module to My Communities. MDC will first recruit mentors to populate the new online module and then open the module to mentees for matching.

Annual Meeting Reception: As always, we will sponsor a reception for new mentors and mentees assigned through the Program to meet in Boston. The reception is always early in the Annual Meeting so that the pairs can touch base and have time to meet later during the Meeting. If we identify an outstanding mentor during our matching process, we will again present a certificate to that person. The MDC agreed that turning this certificate into an official award would thwart its purpose. This certificate is simply the Committee’s thanks to the individual(s) who goes above and beyond as a mentor through the Program (i.e., last year’s recipient agreed to take on 3 mentors herself and helped us find other mentors when our number of mentee applicants far outweighed our mentor applicants).

Sally’s Mentor Booth: In 2012, at the Annual Meeting in the Member Services area of the Exhibit Hall, MDC held a Sally’s Mentor Booth hours. Inspired by Sally’s counseling booth from the Peanuts cartoons, at periods during the Meeting, experienced mentors were on hand to answer questions about the profession,
the Mentoring Program, AALL and any other topics that arise. Feedback from the program was positive and MDC would like to continue the booth at the 2013 Annual Meeting.

Contacting Lapsed Members: The duty of calling lapsed members is still being discussed in light of preferences stated at the Futures Summit and the past experience of the Committee with that task.

**Proposed Activities for 2013-2014:**

The Membership Development Committee's (MDC) work will continue in 2013-14. The MDC will continue to offer the mentoring program as outlined above. The MDC will also continue to offer Sally’s Mentor Booth and the Mentoring Reception at the AALL Annual Meeting. The MDC will continue to distribute marketing materials to promote MDC's Mentoring Program among AALL members. The MDC will continue to monitor the new mentoring selection process and will solicit input from current committee members and past mentor/mentee to improve the process.