

OLA MEMBERSHIP COMMITTEE MEETING APPROVED MINUTES

August 23, 2005

The Membership Committee met on August 23, 2005 at the Stillwater Public Library. Those in attendance were Tori Gregory, Melissa Weathers, Linda Pye, Susan Standridge, and Kay Boies.

Co-chair Tori Gregory called the meeting to order at 10:27 a.m. Tori mentioned that some former members will not be back on the Committee this year.

Minutes from the April 28 meeting were approved. The motion to approve the minutes was made by Susan Standridge and seconded by Melissa Weathers.

A secretary and web liaison for the Membership Committee will be needed this year. After some discussion, it was decided that the selection of a web liaison would be tabled until the next meeting when we would likely have a better attendance. Linda Pye will be Secretary.

Report from Kay Boies: :

- In presenting the OLA membership report, Kay Boies reported that we are 31 members ahead of this time last year. She will probably bring membership cards for the committee to work on at the next meeting. She said that she has started sending e-mail reminders to members who haven't renewed.
- In the future Kay would like to have a list of who's attending workshops and track what workshops members attend.
- Kay has received only 1 item for the September bulk mailing.
- Kay would like to create a separate database for former members and discussed ways to get former members to renew their memberships. Tori commented that direct personal contact would be good to encourage those former members to come back. She asked if we might be able to change the dues to encourage them to come back. Kay said that the Budget Committee sets the dues, but the Membership Committee can make recommendations.
- Kay reported on the membership pre-conference that she attended at the ALA Conference in June. Mark Levin, an expert in management and membership presented the pre-conference. She highlighted some points from the pre-conference that could be useful to the Membership Committee.

- Some of Levin's points are listed below:

The main purpose of an association is to give voice to its members.

The association should:

- ✓ offer both qualitative and quantitative benefits;
- ✓ identify and maximize resources;
- ✓ maintain a human resource database of members;
- ✓ overcome apathy through empathy;
- ✓ be a catalyst for getting members in touch with each other;
- ✓ determine how to get people engaged.

People join professional organizations as a career investment. They join for recognition, to advance their careers, have access to further education, and to support their profession.

Associations use technology for saving time, improving quality, and staying in touch.

An association needs to survey 15 of its least active members and listen to them. Find out why they joined – what they expected to get out of joining.

Security and confidentiality are huge issues. Be careful about attachments.

Some reasons people give for not joining professional organizations are: 1)they don't see the value in joining, 2)costs, 3)lack of support by employers, 4)time, and 5)politics. People can get upset if they feel the organization is taking the wrong stand.

Turn-downs should be turned around by answering with "feel," "felt," and "found." Kay's example: "I know how you feel, because I felt the same way. However, I found it was the best investment I could have made."

An association needs to value every member, create a positive membership environment, and set standards.

An association needs to create loyalty – retention rate is based on customer loyalty rate.

An association needs to use slogans and images.

Partnerships should be affiliated with other groups.

Potential dropout rate is highest within the first 2 years after joining an organization.

How to engage people who used to be involved – can use them as writers, speakers, mediators, planners, and recruiters.

Said some questions that young people ask when asked to volunteer are:

- What training is involved?
- How much time is involved?
- How many others have volunteered?
- Has anyone like me volunteered?

The Committee decided to save the agenda item, "Brainstorming: Increasing Membership," for the next meeting when more people will be in attendance. Also, OLA ambassadors will be discussed in more detail at the next meeting. Melissa Weathers will continue as Coordinator for Ambassadors. The Committee decided to use the name of the ambassador on the membership form.

Tori received an e-mail from Cathy Adams asking for volunteers from the Membership Committee to work at the Marketing Booth at Encyclo-Media which will be September 20-21. Kay says that OLA will have 3 booths at Encyclo-Media, and she plans on being there. Tori will send out an e-mail asking for volunteers to sign up to work at Encyclo-Media.

Student Papers – It was decided that since there has been so little interest in student papers the past few years, we'll not have student papers this year.

There was a discussion of the conference programs, the 1st-timers reception and the DROCS Rock program. Forms will need to be done for these, and they should be done by the one of the co-chairs.

There was some discussion of the school receptions. Since Barbara Ray was in charge of those last year, the suggestion was made to contact her.

Future meetings will be on 4th Tuesdays at 10:00 a.m.

Meeting Dates:	September 27	Midwest City Public Library
	October 18	Edmond Public Library
	November 29	TBA
	December	No Meeting
	January 24	TBA
	February 28	TBA
	March	No Meeting
	April 25	TBA
	May	No Meeting
	June	No Meeting

The meeting was adjourned at 12:10 p.m.

Minutes submitted by Linda Pye, Secretary of the OLA Membership Committee.