

OLA MEMBERSHIP COMMITTEE MEETING APPROVED MINUTES

September 27, 2005

The Membership Committee met on September 27, 2005 at the Midwest City Public Library. Those in attendance were Tori Gregory, Linda Pye, Melissa Weathers, Catherine Cook, and Kay Boies. Co-chair Tori Gregory called the meeting to order at 10:15 a.m.

At the beginning of the meeting, Kay passed around OLA membership cards so Committee members could assist in writing member names on cards.

Approval of Minutes

- Minutes from the August 23 meeting were approved with the following corrections: the meeting date of October 25 should be October 18 and the meeting date of November 22 should be November 29. The motion to approve the minutes was made by Tori Gregory and seconded by Melissa Weathers. The minutes will be changed to "Approved Minutes" and sent to Charles Brooks to be put on the OLA website since we still do not have a web liaison from the Committee.
- After discussing the minutes, it was decided that the location of the meeting on November 29 will be at the Chickasha Public Library.
- There was a brief discussion about who is currently involved with the Membership Committee and of the low attendance at the August and September meetings. Kay Boies mentioned that we could recruit more Membership Committee members if we need to.

Membership Report (Kay Boies)

- Kay doesn't have a final membership list, but she'll get it out soon. She has not finished processing all the memberships from Encyclo-Media, but she thinks we did well on getting new and renewed memberships. At Encyclo-Media, OLA had booths for Sequoyah, CATS, the OLA Store, & Membership. The OLA Store did well.
- At Encyclo-Media, some excuses for attendees not joining OLA were that the dues are too high and they have other groups they have to belong to, e.g. OEA. School librarians asked questions such as, "How does it benefit me?" To answer these questions and to increase membership, we need to remember that tangible benefits may not be what we get. We need to have a good organization with staff to get things to happen. We have to pay for intangible benefits.
- The new OLA merchandise with the new logo is in the OLA Store now. Melissa showed the Committee the black, white and silver bag that she bought while at Encyclo-Media. Other new merchandise includes a big travel mug, a journal and a coffee mug.
- On October 10, Kay will be at the Metropolitan Library System Staff Day at the Meridian Conference Center. She is scheduled to have a table there for store merchandise from 11:15 until 12:45.

Brainstorming: Increasing Membership

What can we do about increasing membership?

Discussion:

- When potential members ask questions about what the benefits of joining are, we need to say we can't do our jobs alone – a good strong organization will benefit our jobs.
- There was a discussion of who the target audience for membership is. We need to identify that group. Kay says we have always failed at recruiting ALA members who do not belong to OLA. Some librarians are involved in national organizations but not local organizations.
- We need to know why people join and then quit.
- We need to market better.
- We need to support local issues in addition to national issues.
- We need to make sure attendees have a good time at the Annual Conference. If a new member has a good time at Conference, she/he may be “hooked” on OLA.
- Some folks need a mentor.
- We sometimes get financial help to send librarians to the Annual Conference, but they need to be members. Helping people attend is money well spent. We need to do more of that.
- Maybe we should say somewhere on the workshop or conference brochure – “If you attend this conference, this is what you can save by joining OLA.”
- Could we plan earlier so people would know what kind of workshops there will be?
- If more people are joining, is there a possibility of everyone paying less for membership?
- OASLMS has assigned regions for school library media specialists. This should help.
- The OLA listserv is a good way to keep up. Many librarians do not wish to keep up electronically. They want everything in paper.
- Melissa talked about some of the brochures from other library associations that Kay brought back from ALA.
- Tori suggested getting someone to speak on Membership from non-library groups. We could see what ideas we could use to work on increasing our membership. This could bring in fresh ideas. They may be slightly different, but we could still use them. Nursing might be one group who could do that.
- Not only do we need to brainstorm at every meeting, but we also need to find ways to follow up on ideas.

Conference Programs

- The Membership Committee will have 3 programs at the OLA Conference: DROCS Rock, First-Timers Orientation and the First-Timers Reception.
- First-Timers Orientation is usually at 7:45 a.m. on Thursday. Here first-timers get information about how to navigate the Conference.
- The reception for first-timers is usually on Thursday evening. It was well attended last year. Some members of the Membership Committee should be at this reception.
- There could be mentors for the orientation or the reception.
- Tori is working on the DROCS Rock program and Melissa is working on the First-Timers Reception and the First-Timers Orientation. Tori will come up with an organizational chart for divisions and roundtables. She plans to have a time frame and guidelines for DROCS speakers.
- There was a discussion of possibilities for future OLA conference programs.
- There have been suggestions for having an activity at OLA where we review resumes. The suggestion was made that this could possibly be a workshop.

Regional Meetings

- The following regional meetings are scheduled for this Fall:

November 1	Tahlequah Public Library	4:00-6:00 p.m.
November 8	Okmulgee Public Library	4:00-6:00 p.m.
- Melissa and Kay will be attending the Regional Meeting in Tahlequah and Tori will be attending the one in Okmulgee. There will be 3 regional meetings in the southwestern part of Oklahoma during the Spring, but the dates and locations are still in the planning stages.

School Receptions

- Barbara Ray organizes the school receptions. There are usually receptions at both the Tulsa and OU campuses, East Central, OSU, and UCO. We don't have information about when they will be.

Next Meeting

Tori reminded the group that the next meeting will be October 18 at 10:00 a.m. at the Edmond Public Library, Room D.

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

