

CO-6

MPLA Membership Committee Report
October 2007

At our second meeting on August 8th, with 5 members and myself attending, the members had some additional membership recruitment ideas. We especially like the Colorado Library Association's website layout, but the new MPLA webpage redesign is beautiful. It has a link labeled "Join MPLA" front and center at the top, with a ton of info on the linked page. We wanted to also suggest that each state rep might want to hold an MPLA informational program at their state association conference, when possible.

Conference Plans

The New Members breakfast will be held in the conference suite and we'll ask the hotel to cater. We're still working on booking a walking tour of downtown Salt Lake points of interest for the new members.

Leadership Institute participants

I have contacted those on the list of Leadership Institute participants who never joined MPLA or have lapsed memberships that Judy Zelenski forwarded to me. Some of those have moved out of the area, or changed jobs.

Wayne suggested that we give the new members at the conference a sticker to add on their name tags or pins with the new logo.

Conference booth stuff

We are working with the Communications Committee on pricing new equipment with the new logo for the state conference booths, which are an important recruitment tool for MPLA. We hope that this can include banners, banner stands, and table drapes. The Board might want to take a look at the website of the San Diego Sign Company for an example of a replacement banner stand which is both affordable and lightweight, we think, at www.sdsign.com. It's their classic banner stand design.

Free Memberships

We will contact Patti Butcher or Mary Bushing about whether they give out free memberships every year at the Institute.

Respectfully submitted,
Michele Seikel, 2007/2008 Chair

MPLA Membership Recruitment / Retention Ideas from State websites

Arizona

Offer substantial "scholarships" for conference attendance or subsidize conference registration for all paraprofessionals & library school students

Give new members small gifts at conference: water bottles, pens, sticky notepads with MPLA logos.

Colorado

Survey our current membership to determine member satisfaction. Survey lapsed or non-members to determine reasons for lapse.

Kansas

Maintain a web page that offers a discussion forum, a place to publish papers, examine new technology, publicize award winners, & even review books!

Nevada

Compile a bibliography of members' publications, and put it on our website

New Mexico

Offer forums for special interest groups, such as tribal librarians, retired librarians, paraprofessionals, students, etc.

North Dakota

New members webpage should offer a welcoming statement from the membership chair and/or president.

Oklahoma

Offer a conference program in which the chairs of each MPLA committee/division explain and cheerlead their organizations, while trolling for volunteers.

South Dakota

Add an MPLA link featuring our logo to each state library association page, so they'll see it every time they go to their state association page.

Utah

The title on our membership page should "MPLA Member Services", with links to the online application form, the membership directory, helpful links, events calendar, & a list of benefits.

Wyoming

Add a paraprofessional blog. Add a link to the brochure on the home page.