

CO-6

MPLA Membership Committee  
Report to the Board  
October 18, 2004

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2004 Activities:

- Surveyed former members to determine reasons for not rejoining. This activity didn't yield much useful information. Responses included that MPLA didn't offer services/information beyond what was relevant and available through individual state organizations. Some had won the membership, but found no reason to renew, etc.
- Targeted specific groups such as trustees, library directors, library school students and invited them to join. There was a lot of work involved in identifying the audience and mailing the letters. This was not an effective way to recruit, probably because it is so impersonal.
- Ruffled off 10 free membership at state library association conferences. This still appears to be an effective way to reach out to more potentially renewing members without involving lots of implementation time.
- Membership Committee will work with Finance and Management Committee to examine dues structure and make recommendations, if appropriate, for changes, including discounts and incentives.

Respectfully submitted,

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Membership Committee  
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