

CO-6

Membership Committee Report
July 14, 2006 MPLA BOARD MEETING
Theresa Dickson and JaNae Kinikin

Conference Call:
Committee Members met by conference call April 17, 2006

During this call several assignments were made.

- Lisa Dunn was asked to write a letter of invitation for institutions (Done)
- David Alexander was asked to write a letter to welcome new members and to ask them to consider joining the New Members Electronic Community (Done)
- Theresa was asked to write a letter of welcome from the Membership Committee for new members. This letter was then distributed by email to the new members list in MemberClicks. (Continuing)
- Marcia Cheney was asked to finish compiling a list of newsletter contacts. This document has been forwarded to Judy Zelenski. (Done)
- Marcia Cheney was asked to compile a list of library schools within our 12-state area. (Done)
- Committee members were asked to contact state reps by phone to establish more personal contact and to ask whether or not the state reps had followed-up on Judy's list of members who had not renewed. (In Progress)

Institutional Mailing:

One hundred sixty-five (165) academic institutions (those offering baccalaureate degrees and higher), library schools, and other library organizations not currently members of MPLA within the 12-member area were identified and put into a database. These institutions were then sent a packet which included a letter of invitation, a membership form, a colorful "Top Ten Reasons for Joining MPLA" poster, and the June MPLA newsletter. We hope that targeting these institutions will increase the number of institutional memberships in MPLA.

Future Plans:

The Committee plans to talk via conference call in Fall 2006.