

## MPLA Membership Committee Report

July 28, 2011

David Oberhelman resigned from the committee due to work commitments. Danielle DeJager-Loftus moved from a special libraries liaison to academic libraries liaison. The committee met via conference call in early May to map out our plan for welcoming new members to MPLA. The group came up with a 'welcome to MPLA' template that could be used in an email message. Each month Judy sends me the list of new members. I then split the list out amongst my committee members and assign each person a group to contact with a welcome message. If they don't fit into one of the areas listed in the chart below, then I send out a message myself. This has worked well for April and May. There were no new members in June, which is normal. Judy, Dana, and I have also been tossing around incentive ideas for renewals and recruiting new members.

Respectfully submitted,  
Brenda Hemmelman, chair

Committee Function	Committee Members	Responsibilities	Estimated Time Commitment
Recruitment Liaison For Public Libraries	- Ann Meeks - Sharon Ailslieger	<ul style="list-style-type: none"> <li>• Nurture relationships within the public library community and be the "go to" person for people in public libraries</li> <li>• Develop key contact list of diverse "movers and shakers" in the public library community and personally invite these contacts to join MPLA. Follow up with people mentioned in the newsletter.</li> <li>• Post a welcome message for each new member from public libraries on facebook</li> <li>• Personally reach out to new members from public libraries either by phone or email and encourage them to get involved in MPLA's social media areas including the MPLA blog, twitter, and facebook.</li> <li>• Ensure members from public libraries have updated their memberclicks account with photo and updated information.</li> </ul>	2-4 Hours per month.
Recruitment Liaison For Academic Libraries	- Danielle DeJager Loftus - Phyllis Bratton	<ul style="list-style-type: none"> <li>• Nurture relationships within the academic library community and be the "go to" person for people in academic libraries</li> <li>• Develop key contact list of diverse "movers and shakers" in the academic library community and personally invite these contacts to join MPLA. Follow up with people mentioned in the newsletter.</li> <li>• Post a welcome message for each new member from academic libraries on facebook</li> <li>• Personally reach out to new members from academic libraries either by phone or email and encourage them to get involved in MPLA's social media areas including the MPLA blog, twitter, and facebook.</li> <li>• Ensure members from academic libraries have updated their memberclicks account with photo and updated information.</li> </ul>	2-4 Hours per month.
Recruitment Liaison For Special Libraries	- Laurie McHenry	<ul style="list-style-type: none"> <li>• Nurture relationships within the academic library community and be the "go to" person for people from special libraries</li> <li>• Develop key contact list of diverse "movers and shakers" in the special library community and personally invite these contacts to join MPLA. Follow up with people mentioned in the newsletter.</li> <li>• Post a welcome message for each new member from special</li> </ul>	2-4 Hours per month.

		<p>libraries on facebook</p> <ul style="list-style-type: none"> <li>• Personally reach out to new members from academic libraries either by phone or email and encourage them to get involved in MPLA's social media areas including the MPLA blog, twitter, and facebook.</li> <li>• Ensure members from special libraries have updated their memberclicks account with photo and updated information.</li> </ul>	
<b>Recruitment Liaison For Industry Vendors</b>	Dana will tie in with sponsorship program	<ul style="list-style-type: none"> <li>• Nurture relationships within the library vendor community and be the "go to" person for industry vendors</li> <li>• Develop key contact list of diverse "movers and shakers" in the library vendor community and personally invite these contacts to join MPLA. Follow up with people mentioned in the newsletter.</li> <li>• Post a welcome message for each new vendor member on facebook</li> <li>• Personally reach out to new vendor members either by phone or email and encourage them to get involved in MPLA's social media areas including the MPLA blog, twitter, and facebook.</li> <li>• Ensure vendor members have updated their memberclicks account with photo and updated information.</li> </ul>	2-4 Hours per month.
<b>Recruitment Liaison For Library School Students/ Faculty/ Instructors</b>	Judith Wolfe	<ul style="list-style-type: none"> <li>• Nurture relationships within the library school community and be the "go to" person for library school students</li> <li>• Develop key contact list of diverse "movers and shakers" in the library school community and personally invite these contacts to join MPLA. Follow up with people mentioned in the newsletter.</li> <li>• Post a welcome message for each new student member on facebook</li> <li>• Personally reach out to new student members either by phone or email and encourage them to get involved in MPLA's social media areas including the MPLA blog, twitter, and facebook.</li> <li>• Ensure student members have updated their memberclicks account with photo and updated information.</li> </ul>	2-4 Hours per month.