

DRAFT

Mountain Plains Library Association
Executive Board Meeting
Saturday, January 24, 2004 9:00am - 3:00pm
Lakeside Ballroom
Doubletree Inn, Las Vegas, Nevada

In Attendance: Carol Hammond, President, Beth Avery, Vice President/President Elect, Basha Hartley, Recording Secretary, Jean Hatfield, Past President, Joe Edelen, Executive Secretary, Lisa Mecklenberg Jackson, Newsletter Editor, Dan Chaney, Webmaster, Teri Metros, Arizona State Representative, Kay Lowell, Colorado State Representative, Susan Moyer, Kansas State Representative, Nina Little, Nebraska State Representative, Linda Deacy, Nevada State Representative, Wayne Hanway, Oklahoma State Representative, Suzanne Miller, South Dakota State Representative, Peter Kraus, Utah State Representative, Mary Caspers-Graper, Academic Section Chair, Diane Lunde, Preservation, Archives and Special Collections Section Chair, Pam Bohmfalk, Public Library Section Chair, Jim Mingos, State Agencies, Cooperatives & Systems Section Chair, Sandy Barstow, Technical Services Section Chair, Debbie McGuire, Public Relations/Membership Committee Chair

I. Welcome and call to order

President Carol Hammond called the meeting to order at 9:00 am.

President Hammond announced that Ken Bierman, librarian with UNLV, had invited Board Members to tour the University of Nevada at Las Vegas Library after the meeting.

o Introductions

President Hammond asked the group to introduce themselves and talk about any adventures we have had in Las Vegas. Board members gave lively introductions.

President Hammond noted that the MPLA Board has not met in Las Vegas in the past, and asked if the group was interested in meeting in Las Vegas again. There was some discussion about much tighter airport security in Las Vegas and about increased travel expenses for some Board members. Response about future meetings here was inconclusive.

o Accept or amend agenda

President Hammond asked if there were any additions to the agenda.

Additions introduced were:

- The Leadership Institute has requested information from State Representatives. State Representatives are asked to indicate if their state associations have contributed to Ghost Ranch Leadership Institute

participants, and if so, the amount of the contribution. Carol is passing around a sheet to collect this information.

- Discussion about on-going revisions to the Manual of Procedures and the process.
- Under New Business, the Board was asked to discuss the New Mexico State Representative position.
- President Hammond announced there would be a major planning exercise on membership to help shore up our diminishing membership numbers added to the after-lunch agenda.

The amended agenda was accepted.

- Approval of Minutes from November 5 and November 8, 3003 (Board Meetings held at Lake Tahoe).

President Hammond called for a motion to approve the minutes. Susan Moyer motioned that the minutes from November 5 be approved. Suzanne Miller seconded the motion. The November 5 minutes were approved by the board without discussion.

President Hammond asked that the November 8 Minutes be amended to indicate the official name of this year's conference location is the Denver Marriott Tech Center. The name was corrected on the second page of the minutes. Linda Deacy moved that the amended minutes be approved, Teri Metros seconded the motion. The November 8 minutes were approved by the board without further discussion.

II. President's Report and Announcements - Carol Hammond

President Hammond drew our attention to her written President's Report. She announced a change in date for the next Board Meeting, which will be July 24 at the Denver Marriott Tech Center. The new date for the Wyoming MPLA Joint Conference will be October 12-15, 2005.

President Hammond noted that the income for MPLA for the MPLA/NLA Conference at Lake Tahoe was three times higher than MPLA usually receives. She thanked Linda Deacy for her hard work on an excellent conference.

III. Old Business

- Report from Joint Conference with Nevada LA/REFORMA- Linda Deacy

Linda Deacy added comments to her extensive written report. She said that it was very hard to predict how well a conference would do financially. The Conference Chair was initially extremely worried that the conference would not make enough money, so she pinched every penny, then when the financial picture looked great, she was afraid people might be upset because the conference made so much money. Linda said "We need a better model to do this stuff [annual conference

planning]. We are inventing this every year, and we cannot really tell expenses and profits beforehand." Nevada Library Association is considering using professional conference planners. NLA has sent the conference report to the folks working on the MPLA/Wyoming joint conference.

Linda said that NLA folks liked working with MPLA folks. There were some issues with co-sponsorship or noting that co-sponsorship occurred. There was co-sponsorship information that could have been in the program but it would materially have increased printing costs. We need to think about what co-sponsorship means for conferences. Is it just using the name of a committee or group, or does it mean actually pitching in and helping? The Academic Forum was interesting to NLA and they will be continuing this format. Linda discussed a conundrum, how do you pull in emerging leaders in the association if you use money to support the same folks giving programs? NLA is looking at MPLA's model for future conferences.

Peter Kraus added that ALA is working on a professional forum process. The ACRL Section is looking at professional forums and is using MPLA as a model.

Sandy Barstow discussed a problem she had encountered with the conference program process. She thought that a co-sponsored presentation was on the program but it was not. What was the confusion? President Hammond responded that the President Elect is always liaison to the conference group. She asked us to please let sections know when programs are being considered.

For the MPLA/NLA conference, individual groups submitted proposals and sometimes the conference chair did not receive them. She received an enormous amount of program proposals -160. The committee pulled programs together to ask groups to combine for higher attendance. In some instances, individuals put a lot of time and effort on a program, but another group wanted to put their name on it. Is this appropriate? Beth Avery said that the Colorado folks will be putting out ALA type publicity to target groups about the programs they are doing.

Joe Edelen said that this was extra work. The section chairs should provide programs for the conference. They should get together with the conference "clone" (analogous committee chair) to plan joint programs together.

Sandy Barstow asked if MPLA puts in money for the joint conference. Joe responded that the conference is self supporting. MPLA puts in \$1,000 up front money for the conference. To correctly allocate conference revenues, MPLA has used the same formula for 25 years based on MPLA participation.

President Hammond added that Vice President/President Elect Beth Avery has provided a document listing section and committee counterparts in the Colorado State Association. MPLA Committee and Section Chairs need to work with these people on their programs.

Sandy asked if MPLA provided money for programs. Joe said MPLA does not usually provide money for programs.

Wayne Hanway added that co-sponsorship works to draw additional audience for a program.

Linda Deacy noted that the NLA Conference Chair may have waited too long to see if a program would be included. She apologized if there was confusion.

Beth Avery will be working on better communication for the Colorado Conference.

Suzanne Miller asked Linda Deacy "What kind of a model did you use for this fantastically financially successful conference?" Linda said that she called the Hyatt every day to verify reservations and cancellations. Instead of paying an attrition charges on the room block, we actually had a room credit after our comped rooms. Every day Linda talked with the banquet people to verify numbers. All food events were cost recovery, so Linda talked to banquet folks every day and there were no attrition charges. Linda pushed hard to make sure that every event was covered. She worked with Borders so for the authors who came and didn't have books, Borders gave the conference a 20% discount and we sold at retail. Another issue was equipment. Hyatt could rent equipment, but it was very expensive. Instead, NLA members brought equipment. The vendors were charged more for a booth, \$750 for a 6'x 8' space. It was hard to predict how many vendors would come. NLA had heard for years from vendors who said that the big vendor bosses went to Tahoe and everybody else wanted to go too. After ALA and the SARS scare, we picked up a lot of vendors for Tahoe. Exit interviews indicated only two vendors complained about the booth rate. Apparently, the vendors were willing to pay more to go to Tahoe. Lake Tahoe has good drawing capacity. The food expense in a conference is often a killer but was kept in check.

The Board applauded Linda Deacy for her herculean task in handling the conference.

- o Memberclicks: Orientation and policies, Q&A: Chaney, Edelen, Hammond

President Hammond sent a blanket e-mail to members on the MPLA list-serve, 1232 members, concerning Memberclicks. She received notification that 300 e-mails were incorrect. She asked for PR in the newsletter about Memberclicks and requesting e-mail updates.

Dan Chaney, Webmaster, gave a short orientation about Memberclicks along with his educational handout. Essentially, Memberclicks allows us to send e-mail to sections, committees or groups in MPLA. Memberclicks has lots of bells and whistles. It should allow us to do surveys or have bulletin boards, or ask a

question and have whoever chooses to look at it. Sections may want to run polls on topics for conference. It might allow us to have another avenue of communication.

President Hammond asked "Who is our guru for this?" The Electronic Communications Committee can keep us up on Memberclicks and develop a membership program. This service will move us to the next level to use technology to cover MPLA's large area. However, Utah has been using for a long time and they say members don't use it much.

Webmaster Chaney encouraged Section Chairs and State Representatives to shepherd members into using Memberclicks. You have to be a member to get into it and we could use it as a lure to get folks to become MPLA members. It is a good tool to allow people to communicate effectively, however there is a learning process to get the membership involved.

Sandy Barstow had a questions about getting data updated as she could not log on. Her user name was a number, not a name. If we want to have members update their information, it needs to be real easy to figure out what to do.

President Hammond responded that we need to send a blanket e-mail with name and password to the membership. We need to do another upload to update information and then coordinate and load new data to open it up.

Dan Chaney explained that we are looking at increasing access and publicizing Memberclicks.

Sandy Barstow asked when Memberclicks would be ready. Joe Edelen indicated that perhaps in 3 weeks we would be ready. Membership information would no longer be edited at Joe's end, but done online. Members are renewing online during this time.

Dan Chaney cautioned that we don't know what will happen when we open it up, there may be logistical problems.

Carol Hammond said that we need to coordinate PR. We need a big article in the newsletter. There is a manual for members and administrators if people will look at it.

Mary Caspers-Graper sent out e-mails to her section and got 70 back that couldn't be reached at that e-mail. She also got messages from people for whom the e-mail was correct, and they wanted to be off the list. She asked who was included, just members? Joe Edelen responded that folks who paid in 2001 or 2002 were on the list. Memberclicks charges by name.

Carol Hammond said that we should only have current members. Joe explained that members do not always pay on time and that there are some concerns with taking folks off the list too early. There are also some members who do not want to use the technology.

Carol Hammond said that we will be communicating more and more on e-mail.

Peter Kraus asked how long we would support members who didn't want to use technology.

Carol Hammond said that we need to look into this and consider at a future time.

Suzanne Miller said we need to accommodate people without credit cards.

Suzanne suggested that State Representatives take responsibility to keep the list as clean as possible.

Wayne Hanway responded that State Representatives need a current list of members to do their job.

Joe indicated that he could print up current lists for State Representatives and send within a couple of weeks.

Jean Hatfield asked "Who gets the e-mail for Institutional Members?" Joe does not have e-mails for these as there are so many staff changes.

Jean said that we need to address Institutional Memberships as they have decreased.

Joe Edelen said that he and Carol had discussed the amount of money we pay in dues. He will be keeping the record that we paid dues but not how much we paid. The member determines his dues rate according to his salary level. Joe asked that perhaps we need not keep office and home addresses for members, just preferred addresses. We could transition into that and delete the address that the members do not prefer. Carol indicated that she did not feel comfortable keeping records of home phone numbers if the preferred contact is business.

Wayne Hanway asked if there was a space for an optional alternative phone number.

Linda Deacy asked if we need home phone numbers for Board Members.

Dan Chaney responded that with Memberclicks, there is just one template for address and phone number. We maintain more information currently.

Mary Caspers-Graper added that if members choose their home address, we need the name of the institution they work for. Joe Edelen responded that we can set up as we wish, Maybe we can have a line that says Institution or Place of Employment. The Board discussed this and determined that it would be helpful to have Job Title and Affiliation/Place of Employment information for members.

President Hammond said she would hand off some of these issues to the Electronic Communication Committee and work on answering some of the questions.

- Bylaws and Manual of Procedures Updates

Betty Dance, Bylaws and Procedures Committee Chair, sent a message asking if the Board would take a vote to approve the revised Introduction to the Manual of Procedures. President Hammond asked for discussion and a vote to approve the revised Introduction. The Board voted to approve these changes.

The Bylaws and Procedures Committee has recommended a change to the Professional Grants Program Section which indicates that the application form is available from the MPLA Website as a word document. The change would be to say it is available in e-format rather than a specific software. President Hammond asked for concerns about approving this as well. She called for a vote and the revision was approved.

Betty Dance has been working on Bylaws changes, and has set a goal to be done no later the July Board Meeting. The process is cumbersome and needs to be voted on by the whole board.

Carol asked if changes to the manual have to be voted on by the Board. Joe Edelen indicated that the Board has to vote to approve changes, although they can vote electronically.

Dan Chaney asked that if we are sending Manual of Procedures changes for a vote, to please make it clear who is supposed to vote.

IV. Reports from Officers and Staff

- Executive Secretary - Edelen

Executive Secretary Joe Edelen presented his report. Joe is concerned because MPLA membership keeps going down. He added that the profit from the MPLA/NLA Conference was not represented in his budget because it was deposited in January.

- Newsletter Editor- Jackson

Newsletter Editor, Lisa Mecklenberg Jackson reported that her twins are doing well, they are 5 ½ months old. She is getting a good response to requests for items for the newsletter. She usually has too much news. The next state to be featured is Nevada. Joe will need mailing labels (excluding trustees) from the state association and a letter from the State Representative. Mailing the newsletter to members of the state associations is a good recruitment tool.

- o Webmaster- Chaney

Webmaster Dan Chaney thanked Board Members for getting their reports in early. He recommended the conference handout archive and asked that interested people look at it as soon as possible because he will remove the link soon. There are photos as well from the conference, and he will leave those on the website longer.

Dan explained the counters that count the number of visitors to the website. Carol Hammond suggested that we count each year and compare activity.

Carol Hammond complimented Dan Chaney on the Website, indicating that it was very useful.

V. New Business - Action/Discussion Items

- o Conference Schedule and Invitation from Oklahoma- Wayne Hanway

President Hammond passed out the list of upcoming and previous conferences.

Oklahoma Representative, Wayne Hanway, distributed a formal letter of invitation from Oklahoma Library Association to invite MPLA to a joint conference in 2010. The location would be either Oklahoma City or Tulsa, but because both locations are expanding facilities, we don't know which location will be preferable. Both cities have airline connections and are great for conferences. OLA members look forward to having MPLA join them again.

Jean Hatfield made a motion that MPLA accept the invitation. Peter Kraus seconded it. The motion carried.

President Hammond discussed the problem of the 2006 conference. Montana cannot host the joint meeting in 2006. There is concern that we will have no income for that year. Now that we have the Leadership Institute, we are more concerned with income. Beth Avery has talked with Pat Waggoner about offering preconferences in all the state conferences that year. However, we would have to recoup the cost for Pat to do this. It would get MPLA's name out to every state that year.

Long term we need to look ahead a little further so that we don't have a year without a conference. At this point, we will simply not have a joint conference in 2006.

President Hammond discussed joining with other groups. We could repeat our joint relationship with Reforma which was very successful.

Jean Hatfield spoke with Linda Chavez Doyle about the MPLA/NLA joint conference with Reforma. Linda was very positive and would love to do another joint meeting. The income from the pre-conferences was very helpful. Could MPLA work with a joint conference of Ethnic Caucuses in 2005 or 2006? It is too late to do anything in Colorado and Jackson Hole may not be big enough. However, Albuquerque would be an excellent location.

Susan Moyer asked if MPLA could do a leadership preconference to cover folks who don't qualify for Ghost Ranch.

Carol Hammond asked Jean to please maintain contact with Reforma and keep up communications.

Peter Kraus asked if we have ever looked at other groups such as Intermountain Archivists?

Other groups were discussed, i.e. the American Indian Library Association, the Gay and Lesbian group, the Mid Continental Medical Association, the International Storyteller's Association, WHCLIST and the American Theological Library Association. Carol Hammond noted that MPLA has a formalized structure and that some of these groups appreciate this.

ACTION: Who will follow up?

- Proposed Budget for 2004 - Jean Hatfield

Past President, Jean Hatfield presented the draft budget for 2003. She did put in the conference income. She tweaked the 2003 expenses, added Memberclicks, but there were not a lot of changes. Wayne Hanway recommended approval of the budget. The budget was passed unanimously. Draft budget is now final budget.

- MPLA Archives

Carol Hammond reported that Jean Hatfield had handed on an inventory of files to the MPLA Archives at the Denver Public Library. They told her that they had received nothing from MPLA in the past 10 years. This is something that has fallen through the cracks. Past secretaries have not been sending stuff to the archives. Joe Edelen reported that he has backfiles of most MPLA newsletters, conference programs and handouts.

Betty Dance and the Bylaws and Procedures Committee have been asked to recommend a process covering who, what and when : who is responsible for sending what to the archives and when.

Peter Kraus reported that the Utah Library Association doesn't always archive by year or by committee. It depends on how the information is sent.

How long do Board Reports stay on the website? Dan Chaney responded that he didn't know, but there are no plans for removing them.

The archives at the Denver Public Library do have an inventory. They receive the information in all kinds of conditions and put it in order.

President Carol confirmed that by July, Joe will have sent backfiles of newsletters, conference programs and board meeting documents to archives and the Bylaws and Procedures Committee should bring to the board a recommended process.

- o Colorado Conference - Beth Avery

Vice President/President Elect Beth Avery explained that as is the tradition for the Colorado Association of Libraries there is a poster contest for the logo for the conference. Local school children compete to design the logo. Last year, they received 170 designs. Beth asked if this contest should be opened up to all the states in MPLA.

President Hammond said that this was not necessary, using just Colorado schools would be fine.

Beth Avery reported that a reception has been set up for busses to ferry conference goers to Douglass County to see their new library which is a remodeled Safeway store. The conference committee is still setting up the conference. Last year's conference had at least 12 concurrent sessions, sometimes 13-14. There were just too many sessions, it was too difficult. Probably there will be fewer papers this year. The first call for abstracts goes out in February. People asked for more panel discussions this year.

Board Members can perhaps meet with their counterparts from the Colorado Association of Libraries at the July Board Meeting, however, this may be too late to plan programs.

Dan Chaney is planning to have handouts for the conference available on the website and asks that handouts be submitted to him. The Colorado Association of Libraries has archived handouts also. Perhaps we could just link to the Colorado site.

- o New Mexico State Representative

President Hammond discussed the current situation with the New Mexico State Representative. New Mexico is the newest member of MPLA and is the only state

that doesn't elect a representative. Charlene Greenwood has been the representative for several years. Charlene has brought the matter up to the New Mexico Library Association Board a couple of times. New Mexico has decided not to change their bylaws at this time to include a State MPLA Representative election or as a voting member of their board. The position remains appointed by the New Mexico Library Association President.

President Hammond will follow up with the New Mexico Library Association urging that they establish a process to elect an MPLA Representative.

- Updating Strategic Plan and July Meeting

President Hammond gave a prelude to the exercise planned for the Board after the lunch break. Debbie McGuire will lead a discussion and strategic planning session on Membership. President Hammond invited Board Members to look at the report from the Membership Committee. The Committee does not have a shortage of ideas but a shortage of follow-up. We have ideas to increase membership but no strategy for implementation. Debbie has set a goal of 100 new members this year. We need to work on these strategies.

President Hammond invited the Board to discuss Institutional Memberships.

Increasing institutional memberships is problematic in the face of current budget cuts. We need innovative ideas and incentives.

Joe Edelen asked if we could offer pre-registration free for one employee of a member institution. We need to shore up the Board Choice award and encourage and mentor the Board Choice awardees.

We need help from State Representatives on appropriate institutions. If there are Board Members at institutions, they need to help as well. ALA does have Institutional Memberships.

Peter Kraus explained that his institution was not a member of MPLA. He can go before the director and ask for this membership, but he needs an incentive. ALA has incentive because they offer a discount on products. It is a mistake to be targeting large academic institutions. MPLA should be targeting small and medium academic and public libraries.

Debbie McGuire added that featuring libraries in the MPLA Newsletter would help.

The Board adjourned for lunch.

After lunch, President Hammond asked if we could meet from 8:00am-5:00pm at the July Board Meeting in Denver to update the Long Range Plan. The Board felt

that this was not the best solution because of folks wanting to leave on Saturday afternoon.

After some discussion, President Hammond decided to try to get the Board together on Friday, July 23 from 1:00 to 5:00 to revise the Long Range Plan and have the Board Meeting as scheduled from 9:00am to 3:00pm on Saturday, July 24.

VI. Discussion and Strategic planning session on Membership: Debbie McGuire

PR/Membership Chair Debbie McGuire divided the Board into three groups to discuss membership strategies. Each group brainstormed and came up with many ideas. Debbie's summary of the findings are attached to these minutes.

VII. Announcements/Action Items from Committees

- o Awards
- o Bylaws and Procedures - written report
- o Electronic Communications - no report
- o Finance and Management - no report
- o Intellectual Freedom - no report
- o Leadership Institute

The Ghost Ranch Leadership Institute went very, very well. There is continuous improvement in the Institute. We are setting dates for next year, from Tuesday, November 30 through December 5. We need new resources for funding as the Ebsco grant ends this year. The committee will be talking with other vendors.

State Representatives need to encourage librarians to apply. Now is time to get announcements in state newsletters, etc. We need more applicants; a couple of states had only one applicant, so be sure to do what you can to get the word out.

Carol Hammond reported that the Committee is aware of the issue of providing training for non-MLIS library applicants. At the moment Ghost Ranch participants are limited to MLIS graduates. A member of the committee has said we need to be aware that this has given MPLA a black eye in some states. There was significant discussion about this. The Leadership Institute Committee is working on alternative leadership training for non-MLIS applicants.

Joe Edelen noted that we cannot be all things to all people. There was some additional discussion on this topic.

Peter Kraus noted that there are Library Managers and Directors without an MLS. He said that they are rewriting tenure rules in Utah and the MLIS is optional.

President Hammond closed the discussion by noting that this is not an issue the Board can solve at this time, but will convey the concern to the Committee.

- Nominating - no report
- Professional Development Grants - written report
- Public Relations/Membership - written report
- Scholarship - no report

VIII. Announcements/Action items from Sections

- Academic

Academic Section Chair, Mary Caspers-Graper reported that the Academic Section is working on programs for the next conference.

- Children's and School

The Children's and School Section is suggesting a name change to the Children's, Teen and School Section.

- Government Documents
- New Members Roundtable
- Preservation, Archives and Special Collections

The Preservations, Archives and Special Collections Section Chair, Diane Lunde reported that she is working with her Colorado compatriot on programs for the next conference.

- Public Libraries and Trustees
- State Agencies, Cooperatives and Systems
- Technical Services

Technical Services Section Chair, Sandy Barstow reported that the changes in the Bylaws for the Technical Services Section approved in Fargo have not been implemented. The Committee had redone the bylaws and they were approved. Joe Edelen asked that the approved changes be sent to Bylaws Chair, Betty Dance. He added that we have dropped the ball on this. Carol Hammond will talk with Betty Dance about the mechanics of the update.

IX. Announcements/Action Items from State Representatives

- Arizona

Arizona Representative, Teri Metros announced that Library Journal's Librarian of the Year, Toni Garvey, was from Phoenix.

- Colorado - written report
- Kansas - written report
- Montana - written report
- Nebraska - written report
- Nevada

Nevada State Representative Linda Deacy handed out details of IMLS Library Education Scholarships available, listing dates for applications, amounts and priority areas. The Nevada State Library and Archives and the University of North Texas School of Library and Information Sciences have forty scholarships available.

- o New Mexico - written report
- o North Dakota - written report
- o Oklahoma

Wayne Hanway reported that the Oklahoma Legislature is considering a mandatory internet filtering bill that would apply to all funded libraries in Oklahoma, even special and medical libraries. Wayne encouraged MPLA participation in the Telling Library Stories campaign for OLA. The Board is asked to send any good library stories to Wayne, as he says, we can all use good stories.

- o South Dakota - written report
- o Utah - written report
- o Wyoming - written report

X. Final Announcements

President Hammond announced that at our next Board Meeting in Denver, we will have a Friday session on our strategic plan. State Representatives, Committee Chairs and Officers are asked to participate. Section Heads are not required to attend this meeting.

Joe Edelen discussed coming to Las Vegas versus Denver for our Board Meetings. About half the Board Members felt that Las Vegas was more expensive than Denver. Whatever we do, the plans should be made very clear in advance so that the Board Members can be prepared. Perhaps we should rotate one Board Meeting a year in the member states, and hold the other meeting in Denver. Salt Lake City might be an attractive location. We need to have good plane connections for the Board Meeting location.

President Carol Hammond adjourned the meeting at approximately 2:45pm.

Addendum - Membership Committee Report on Discussion and Strategic Planning Session on Membership - Debbie McGuire

At our January Board Meeting we divided into 3 groups to brainstorm ideas on the following: Encouraging Members to Rejoin, Encouraging Membership Renewals and Recruiting New Members.

These are brainstormed suggestions from the MPLA Board on January 24, 2004.

Encouraging Members to Rejoin:

- Survey former members to determine reason(s) for not rejoining
- Hold an MPLA reception at State Association Meetings; have State Representatives send special invitations to former members
- Identify long-time members to assist state reps in contacting former members by email
- Highlight recent changes in MPLA newsletter; Promote Ghost Ranch; inform about Memberclicks.

Encouraging Membership Renewals:

- Invite new members to join committees and sections
- Hold a contest or drawing as an incentive to renew (renew by December 31st and be entered in a drawing to win a free___)
- Prominently recognize membership years in newsletter
- Ask State Reps or President to write personal letters to those members needing to renew
- Ask State Reps to hold mixers at State meeting and invite new members to attend
- Submit MPLA renewal information to state association newsletters
- Keep dues reasonable
- Ask State Reps to offer an MPLA meeting
- Develop a mentoring program
- Develop a leadership program for non-MLS members
- Remind that Board Choice Award winners renew at 1/2 price
- Offer MPLA membership to state association members at reduced prices
- Invite institutional memberships at reduced rates
- Offer discounts for multi-year renewals (for 3 or 5 years)
- Develop Bulletin Boards as a consortium of free consultants
- Offer membership pins, attire, etc

Recruiting New Members:

- Identify groups who have not been high priority and target them: Trustees, State Librarians, Library Directors
- Recruit helpers in each state
- Mobilize current members to draft letters and make calls
- EACH ONE REACH ONE
- Make sure to staff MPLA tables at conferences
- Identify continuing ed. opportunities, making sure that MPLA programs meet CE requirements
- Host an MPLA gathering at conference, asking state reps to share what recruitment ideas worked well
- Gather testimonials and submit to newsletter and website
- Set goals for membership recruitment by state and section
- Look at the dues structure for possible amendments
- Reach library school students and entice them with job line incentive
- Mentor recent grads and introduce them to potential employers