

MEMBERSHIP COMMITTEE

Goals for 2025

The Membership Committee is composed of a chair, assistant chair, and several at-large members, including the OLC Board liaison. The Committee works in conjunction with other unit coordinators and chairs to publicize OLC and its activities.

Goal 1: To effectively retain established members of OLC.

Objective 1.1: Communicate the benefits of OLC membership with current members.

Action Steps

- Work with OLC Director of Communications to place Membership Committee information on OLC social media channels.
- Regularly promote membership and membership benefits through digital ACCESS articles.
 - ACCESS articles are a great avenue for libraries across the state to get updates that affect them, information about virtual meetings and events, and to stay in touch with what's happening with libraries at the state level.
 - Communicate that OLC is responsive to education, collaboration, innovation and advocacy.
- Promote Membership Spotlight articles, including social media, which will reflect the wide range of experiences within our organization.
 - Membership committee will recruit at least one member to submit a spotlight article a quarter.

Goal 2: To recruit new members to OLC.

Objective 2.1: Increase individual membership at libraries in 2025.

Action Steps

- Drawing for \$50 (in professional development credit) referral for new members.
- Supply new hire material and letter, Digital New Member Resources.
- Reach out to non-members who attend stand-alone conferences and events.
 - Staff OLC Connects membership table to network.

Objective 2.2: Promote value of student membership in OLC in 2025.

Action Steps

- Recruit a student liaison.
- Promote ALA/OLC joint membership.
- Student member liaison will promote OLC/ALA joint membership.
- Raffle two free memberships for students (Spring 2025/ Fall 2025)

Goal 3: To inspire member engagement and inclusion.

Objective 3.1: Communicate opportunities for member participation in OLC.

Action Steps

- Promote current Get Involved form.
- Post duties of volunteer positions.
- Recruit membership committee members.
- Use ACCESS articles to advertise for action council and committee openings.

Goal 4: Explore opportunities using the new Member Info Hub.

Objective 4.1: Increase membership value.