

MEMBERSHIP COMMITTEE

Purpose and Objectives

The Membership Committee is composed of a chair, an assistant chair, several at-large members, and a representative from each of the six regional chapters. The regional chapter representatives to the membership committee work to identify recruitment officers in every library within each chapter. 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

- Develop a schedule to promote membership and membership benefits through monthly ACCESS articles.
- Collect member experiences and reflections to communicate the value of membership to current members.
- Continue to work with OLC Director of Communications to place Membership Committee information on OLC social media channels. Information may include: reminders to renew OLC membership, benefits of OLC membership, and testimonials regarding OLC member benefits.

Objective 1.2: Support the effectiveness of Library Recruitment Officers (LROs) in 2015.

Action Steps

- Start LRO activity first in mid-November through LRO survey and then by email directly from Chapter Reps in December.
- Have Chapter Reps contact LROs to see if LROs have questions about their role or if they require any assistance.
- Communicate more frequently with LRO's to acknowledge various opportunities and work they have done on behalf of OLC Membership Committee.

Goal 2: To recruit new members to OLC with an emphasis on supportive staff and students.

Objective 2.1: Investigate findings of subcommittee on Staff Group Purchase model along with Institutional Dues.

Action Steps

- Critically think about the advantages and disadvantages to potential new structure.
- Obtain feedback from our individual libraries and report back to the Board with input.
- Possible recommendations by January conference call.

Objective 2.2: Promote value of student membership in OLC in 2015.

Action Steps

- Represent OLC through:
 - Providing membership information to Foundations of Librarianship courses at KSU at Kent and Columbus.
 - Investigate linking to OLC's membership page through Kent State's Career Resources website.
 - Promote ALA/OLC Joint membership through various means.
 - Work with ALA to continue promotion of ALA/OLC partnership.
 - Continued presence of Student Member Representative on Membership Committee with a term of 1 year to act as a liaison to the library school students at KSU (Columbus and Kent locations).

Objective 2.3: Promote value of OLC membership to supportive staff in 2015.

Action Steps

- Work with Supportive Staff Division of OLC to determine how we can best communicate the benefits of membership to library support staff.
- Add a Supportive staff person to join Membership Committee to gain supportive staff perspective in regards to recruitment and retention.
- Encourage the LROs to promote membership to support staff.

Objective 2.4: Engage Chapter Representatives and LRO's more directly in the process of recruiting new members

- Drawing for \$50 referral for new members.
- Continue to provide information to Chapter Representatives.
- Look for partnership opportunities with other committees to promote membership.
- Supply new hire material/letter to LRO's for HR departments or administration.
- Ask Chapter Representatives to report on efforts and successes among their LROs at Committee meetings
- Send entire LRO list for each chapter to each chapter rep.
- Determine ways to identify and approach non-members.

Goal 3. Update and revamp all Membership Committee materials to reflect new branding and web design.

Objective 1.1 Redesign membership print materials for distribution to new members, potential members and others

Action Items

- List print pieces to recreate

Objective 1.2 Assist OLC Director of Member Services in restructuring framework for web content pertaining to membership.