Welcome and Introductions
  - Katie Sundstrom
  - Jennifer Carlson
  - Bekky Vrabel
  - Julia Carlis

Purpose and Goals of the Committee: (According to MLA Policies)
  - Develop and Implement an annual plan of action to recruit and retain membership
  - Recruit members at conferences and other association activities
  - Host “new members and first-time attendees” activities at conferences
  - Welcome new MLA members to the association

Old Business:
  - Membership Reports –
    - New/Expiring by division/section/round table – Jennifer has repeatedly tried to edit the current reports to make this data available, but the reports then won’t resolve. She will contact YourMembership about either fixing the problem with the current report, or creating a new report.
    - Longevity/Anniversary dates – Jennifer found a field called “Anniversary Date,” only to realize it was a wedding anniversary date; not real helpful for tracking membership. She also found fields called “date approved” and “registration date,” but their data didn’t always match, and both failed to give a true start date when tested with a real member’s data. As such, Jennifer will contact YourMembership about the possibility of creating a new field for this data.
    - Creating new reports for specific data points from the large report – Jennifer can do this; just tell her what data we want included, and she’ll build a smaller, stream-lined report for us.
  - Website Update –
    - Katie has already submitted her recommended edits to the Membership Committee Page, and they have been completed.
    - Bekky will submit her recommended edits to the Join or Renew Page very soon.

New Business:
  - Membership at-a-glance – Very little change from February to March; a small increase in students and a small decrease in library staff.
  - Advertising – Hannah wasn’t here, so her report on recommended changes to the Benefits of Membership Page will have to wait.
  - Membership Committee Policy Review – we reviewed the policy and made a couple of small changes to recommend to the MLA Board.
MLA Messaging – everyone had a chance to look over our automated messages wording last month; Katie had an early draft of new wording to share. We will discuss further at the next meeting.

Data Collection – There are a few fields related to job categories/descriptions. One was completely useless, with a drop-down box offering options from any career field (medical, dental, police, etc.). We will look into the possibility of changing this to reflect different library positions specifically. Jennifer will run a report to see what job titles are already in the database, and the committee will review library job titles we know of to try to create a more useful listing. Knowing there are many different titles for the same type of position, we will try to combine them into a small number of useful categories.

MLA Annual Conference
- Katie is waiting on asking for funding for prizes until we know how many gift cards we will want to give out.
- Bekky has found the MLA communication guide and contacted the communications committee; she will be ready to go for the MLA conference.
- Julia is now officially on the conference’s local events planning committee. She will work with them to make sure trivia isn’t duplicated, and the group then tried to brainstorm ideas she could take back to the other committee.

- We adjourned a little early, knowing another group was due to use the MLA Zoom room immediately after us.