- 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:
  - Communications Improvement – Automated messages and schedule will be sent out later today. Please review for discussion at our next meeting.
  - Membership Reports –
    - There is currently no convenient way to divide new/expiring members by division/section/round table. Jennifer will look into the possibility of adding this feature in future.
    - Longevity/Anniversary Dates – The reports currently do not contain this data. Jennifer will look into the possibility of adding it to start catching new members in future. Once it is set-up, we will discuss how to fill-in missing data for current members.
    - Membership Reports in General – the raw data is nearly 100 columns by 600 rows, much of it is missing, and parts don’t seem to quite match-up. It will take awhile to build usable reports.
  - Automatic withdrawals – We are charged for every credit card transaction, making it unaffordable to allow this with credit cards, and our vendor doesn’t handle checking accounts, removing that as an option. It looks like we are unable to reasonably allow automatic withdrawals at this time.

- New Business:
  - Membership at-a-glance – Katie shared a preliminary excel document with members divided by salary range; still working with reports to figure out membership per division/section/round table
  - Data Collection – Job Descriptions – Due to scheduling conflicts shortening the meeting, we’ve tabled this topic for next month.
  - Website Review – Katie and Bekky reported their suggested changes, and the committee approved. They will both submit their recommended changes using the “contact us” form on the website. Hannah was absent, so her assigned webpage will be discussed next month.
o Member Spotlight (WLA example) – The committee likes this idea and plans to follow-up in future, after we’ve straightened out the reports and website in general.

o Membership Action Plan – Katie presented a draft membership action plan to the committee. It was approved, so will be presented to the MLA Board at their meeting next week.

o MLA Annual Conference
  ▪ Katie shared that some funding for prizes may be available. Due to the virtual nature of the conference, we will favor virtual gift cards that can be emailed to winners. Bookshop.org is our favored prize at the moment.
  ▪ Bekky will need access to the MLA social media accounts in order to run a social media presence during the trivia contest. She will contact the communications committee to arrange for sharing their accounts.
  ▪ Julia has helped run trivia events virtually before, including for MLA, so will be happy to partner with Hannah regarding set-up, writing questions, etc. She will also be an important partner to make sure we don’t double-up with another committee and host competing trivia events.