• Welcome and Introductions
  o Katie Sundstrom
  o Jennifer Carlson
  o Bekky Vrabel
  o Hannah Buckland

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

• Old Business:
  o Communications Improvement
    ▪ Jennifer will find and share the schedule of when we send automated messages, as well as what the wording of those messages are.
    ▪ We do not currently have reports of new/expiring members by division/section. Jennifer is still working on transitioning all the data from our last Management Company, but we will hopefully have these reports in future.
    ▪ Once available, we will need to contact division/section/round table chairs to start accessing the reports and contacting the folks on those lists.
  o Longevity Achievement
    ▪ The current reports don’t have any easy way to identify this. Jennifer will look into them further, but we may have to just start tracking this going forward and ask current members to fill-in when they first joined if they can remember.
  o Finances
    ▪ We still haven’t identified exactly who charges for credit card transactions yet, so haven’t been able to figure out if we can switch to monthly withdrawals instead of one annual lump sum. Jennifer will look into this once again.

• New Business:
  o Membership Goals for this year:
    ▪ A minimum of 600 memberships between individual/institutional memberships combined
    ▪ Focus on Paraprofessionals, which is a group frequently overlooked
      • University of MN hosts an EQS program; could we partner with them?
      • What else can we do to reach out to paraprofessionals?
  o Data Collection – to properly plan and move forward, what data do we need?
    ▪ Membership Numbers by:
      • Division/Section/Round Table
      • Salary Range
• Job Description
  o We will come up with official categories for a drop-down option by the next meeting
  o We will reference the ALA levels and current member submissions to help narrow down the categories

  ▪ Monthly Reports for:
    • New registrations by division/section/round table
    • Expired memberships by division/section/round table
  ▪ Anniversary / First Joined Date, so we can send congratulations for special anniversary years

  o Advertising
    ▪ Website Review
      • Katie will review the Membership Committee Page [link]
      • Hannah will review the Benefits of Membership Page [link]
      • Bekky will review the Join or Renew Page [link]
    ▪ Welcome videos for MLA or for different divisions/sections/round tables – will put on hold until we’ve finished reviewing text on the above pages.
    ▪ Advertising Toolkit – Resources that could be printed off and shared freely (brochures, posters, etc.) – will put on hold until we’ve addressed the above points

  o MLA Annual Conference
    ▪ Host an MLA trivia program
      • It works well virtually (Hannah has led these before, so will take the lead on planning)
      • It connects new members with current members in a fun way (Bekky has experience using social media to connect members, so will create a hashtag for this event)
      • Answers can be spread throughout the conference, encouraging members to engage in the welcome videos, keynote speaker presentations, written announcements, etc. (We will need to speak with presenters to ask them to sneak in certain bits of trivia in advance)
      • Prizes! (Bekky will knit something fun and warm. Katie will ask the Board about securing funding for the purchase of gift cards, or will look for donations.)