

The Following Report was presented for discussion at the 2015 TLA Leadership Retreat by Jamie Osborn

Not at the Table Task Force

Recommendations

Metro Library Directors

- One-on-One Meetings - Use a TLA volunteer in each metro area to meet with each director. In these conversations stress what TLA can do for them, but also stress what these directors can do for TLA. Top down support can be vital in having active members of TLA. If your director is not supportive or interested, it can make it difficult on staff members. The four Metro directors could play an imperative role in promoting and encouraging TLA Membership and activity. Bring up the Institutional Memberships, as many may not know we offer these.
- If these meetings start an active dialog, look at additional ways to invite them to be a part of TLA. (Reception at a future conference? Panel discussion at future conference? Etc)

Institutional Memberships

- Examine the results from the survey sent out in 2014. Institutional Memberships could be a vital source of new members. This task force recommends re-visiting this issue in 2015-2016.

Open up the Membership Database (read-only) to the Membership Committee Co-Chairs

- This will enable the committee to make contact with individuals not deciding to renew OR those that have just forgotten. It will also give them better access to statistics, as in how many members we have in the different divisions in the state and how we can reach other groups. This will also eliminate delays in asking for information.
- Not only provide them with the current list, but also the lists from year to year.

Reaching Support Staff

- Many support staff cannot afford conference OR the TLA membership. One suggestion on reaching folks throughout the state was to hold workshops throughout the year. (We have done this in the past) BUT – our suggestion would be to have 3 or 4 different locations hosting the same workshop at the same time, on the same day. These tend to be much less cost prohibitive than attending a conference.
- Reach out to the Friends of the Library (Local as well as state) and discuss the possibility of sponsoring (as in paying for), individuals (support staff hopefully) to attend the TLA Conference. There was a grant last year through the state that enabled 20 folks to attend the conference. We need to find different sources of revenue for other individuals.
- We might also suggest sponsorship of memberships?