

GLA Membership Committee Meeting  
2018 Mid-Winter Meeting at Middle Georgia State University  
Friday, January 19, 2018, 1:30pm  
Attendance: Oscar Gittemeier, Suzy Mccullough, Jennifer Price, Angiah Davis, Catherine Mancini.

## **New Business**

1. Welcome and Introductions
  - a. Oscar Gittemeier, Vice-President Membership  
Atlanta-Fulton Public Library  
[oscar.gittemeier@fultoncountyga.gov](mailto:oscar.gittemeier@fultoncountyga.gov)
  - b. Suzy Mccullough  
Middle Georgia Regional Library  
[Suzyme@bibblib.org](mailto:Suzyme@bibblib.org)
  - c. Jennifer Price  
Middle Georgia Regional Library  
[procej@bibblib.org](mailto:procej@bibblib.org)
  - d. Angiah Davis  
Atlanta-Fulton Public Library  
[angiah.davis@fultoncountyga.gov](mailto:angiah.davis@fultoncountyga.gov)
  - e. Catherine Mancini, Secretary NMRT  
SCAD Atlanta  
[cmanci@scad.edu](mailto:cmanci@scad.edu)
2. 2018 Projects
  - a. The largest segment of members we lost in 2017 were students. Catherine Mancini will follow up with the NMRT to see if they are still emailing all the MLIS programs each semester to promote GLA membership.
  - b. Oscar will reach out to the 2018 AEL committee to make sure they have GLA supplies, membership forms, etc. to encourage their attendees to join GLA.
  - c. Oscar will reach out to the Georgia Libraries Conference committee to see if there is a way we can further promote GLA membership savings on conference attendance.
  - d. Kara Mullen will email all lapsed members to renew their membership and any members that do not renew will be purged from the GLA listserv on 02/28/18. The email will include a survey asking why they lapsed.
  - e. Oscar will work with Ashley Dupuy to send an email invite for all Carterette Webinar participants to join GLA.
  - f. GLA members that joined via ALA are not asked to join Divisions, Interest Groups, or Committees. Oscar will work with Kara to email those members to invite them to participate.
  - g. Oscar will recruit volunteers to reach out to Academic Library Deans and Public Library Directors to encourage them and their staff to join GLA. Oscar will try to attend [Regents Academic Committee on Libraries](#) (RACL) meetings, ARCHE meetings, and reach out to Elizabeth McKinney for a slot at the GPLS Directors Meetings to talk about GLA

Membership. Oscar will recruit volunteers from each library system in GA to promote GLA membership during their Staff Development Day activities.

3. Membership and Marketing Ideas

- a. Reprint cards that highlight benefits of membership.
- b. Print Vinyl Tattoos and removable stickers for laptops, smartphones, etc.
- c. Catchy / funny tagline to go on promo material. (Ex. Join GLA! All the cool kids join!)
- d. Button Maker for conference table, events, etc.
- e. Staff Development Days – Create ppt presentation for others to help present at SDD
- f. Angiah Davis suggested we capture members on short videos stating why they are a member, what they get out of GLA, and why others should join. Catherine Manci suggested we could use Camtasia to put the videos together.
- g. Ginny Fehrer offered a free full page add in GLQ to promote membership.

4. 2018 Goals

- a. Increase membership to 750 total members by January 2019.  
2016 = 724 Members  
2017 = 700 Members
- b. To get at least 50% of Public Library Directors and Academic Library Deans to become members of GLA.
- c. To promote GLA Membership during at least 6 events in 2018.

Respectfully Submitted,  
Oscar Gittemeier  
2018 Vice-President, Membership