

GLA Membership Committee Meeting
2020 MidWinter Meeting – Middle Georgia State University
Friday, January 10, 2020, 1:30pm – 2:15pm

Present: Janice Shipp, Lauren Bellard, Dawn Dale, Gillian Ruland

1. Welcome

2. Introductions:

- a. Janice Shipp, Vice-President Membership
Savannah State University
shippj@savannahstate.edu

- b. Lauren Bellard
Georgia State University - Atlanta
lbillard@gsu.edu

- c. Gillian Ruland
Library Graduate Student
Gillian.barbara.kelly@gmail.com

3. Implement Oscar Gittemeier's (2018/2019 Vice-President Membership) suggestions:

- a. Add the following language to the "Request for Marketing Materials" on GLA's website, and the Google doc request form to specify that the membership case:
 - i. can travel on the statewide courier to any public or academic library in the state.
 - ii. includes GLA swag, flyers, button maker, and tablet for onsite registrations.
 - iii. should be used at any GLA sponsored event (so if funds are requested for an event, they should have a GLA table set up to promote membership.

- b. Add the following language to the budget/check request form as a friendly reminder:
 - i. members are required to utilize the membership case to promote membership at GLA sponsored events.

- c. Ask Ginny Fehrer to place a quarterly add in GLQ to promote membership.

4. 2020 Projects

- a. We are making plans to have a GLA "Membership Campaign" to promote and increase membership during National Library Week, April 19-25, 2020. Hopefully, this can be an annual event.
 - i. Have GLA members recruit co-workers, friends, etc., to join GLA.
 - 1. 1st, 2nd, 3rd prize for the three members who refer the most people.

- a. Will see if a space for referrals can be added to the online membership application form that week (April 19-25) so persons joining can enter the name of the person who referred them.
 - 2. Dawn Dale will see about getting a flyer to advertise the Membership Campaign to be placed on the website, and in GLQ.
 - 3. Plan a Membership Campaign Kick-off event.
- b. Implement a quarterly “Welcome New Member(s) section on GLA’s website/blog and in the GLQ to welcome and acknowledge new members by name and location.
- c. See about the possibility of having a membership directory on the website that GLA members can access. Janice will speak to Ashley Dupuy to see if this is possible.

5. Membership Marketing Ideas

- a. Make sure the Membership Case is stocked and ready to send out as needed.
- b. Advertise GLA in the GLQ to promote membership.

6. 2020 Goals

- a. Increase membership to 800 (or more) by January 2020.
 - b. Contact and try to get Public Library Directors, Academic Library Deans, Prison Librarians, Public School Media Specialists, etc., to join GLA.
 - c. We will work to get membership committee members to volunteer to continue some of the 2018 projects that were implemented by Oscar Gittemeier.
 - i. Reach out to NMRT to see if they are emailing all the MLIS programs each semester.
 - ii. Reach out to the AEL Committee to make sure they have GLA supplies, etc., to encourage attendees to join GLA.
 - iii. Work with the appropriate person (Ashley Dupuy?) to send email invites to Carterette Webinar participants to join GLA.
 - iv. Recruit volunteers from each library system in GA to promote GLA membership during their Staff Development Day.
 - v. Promote GLA Membership during at events happening around the state.
- 7.** A question was asked about the possibility of having a membership directory on the website so GLA members could access it. Janice will ask Ashley Dupuy to see if this is possible.

Submitted by,
Janice Shipp, 2020 Vice-President Membership