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
      lbellard@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