



Membership Chair Reference Guide

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Table of Contents

Contents	Page
Welcome	3
Guidelines	4
Chapter Recommended Practices	7
Division Recommended Practices	9
SLA Membership Categories	11
SLA Membership Benefits	12
SLA Resources	15
Surveys	16

Welcome

Dear Membership Chairs,

Thank you for contributing your valuable time and energy to SLA! Your role as membership chair is important to the association in communicating to members, both new and renewing. We encourage you to be creative and try new and innovative approaches to enhance SLA's recruitment and retention efforts. We hope this reference guide will streamline many of the administrative duties that come with this leadership role.

Thank you again for your time and attention to SLA members. If you have any questions, comments or suggestions, please know they are always welcome. Please send them to the SLA association headquarters office membership department at +1.703.647.4900 or at membership@sla.org.

Best regards,

The SLA Association Headquarters Membership Department Staff

Guidelines

A membership chair may be appointed, or this responsibility may be assumed by one of the other officers; consult your unit practices manual for specifics. The membership chair welcomes new members, encourages recruitment of new members, and contacts lapsed members to encourage their renewal.

1. Duties of the Membership Chair

- b. Welcome new members. Use e-mail, write a letter or telephone your new members welcoming them to your unit. Invite new members to your next meeting, list their names in the bulletin, send them the hyperlink to your Web site, e-newsletter and directions to how to sign up and use the unit discussion list.
- c. Supply items for the bulletin encouraging recruitment of new members. These items should review the requirements for membership and inform members that applications are completed or available as a download online or may be obtained from and returned to the association headquarters office for processing.
- d. Attend and act as host to new members attending their first Annual Conference. Alternatively, may arrange for another chapter officer to do so.
- e. Remind members to renew membership before their expiration date to ensure uninterrupted SLA service.
- f. Follow-up with lapsed members by encouraging them to rejoin. Personal telephone calls from other members are particularly effective.
- h. Plan and carry out membership drives in cooperation with HQ activities.

2. Membership Roster & Marketing Materials

Association members have the right to affiliate with one division and one chapter on payment of SLA dues. Additional division and chapter affiliations are possible by payment of an extra fee (see current membership application). Full, student and retired members may hold any elected or appointed offices.

Membership records are maintained at the association headquarters office. Questions regarding membership for individuals or organizations for new membership should be forwarded to the association's headquarters office membership department; changes of address; and requests for change in caucus, division, section, or chapter affiliation should be forwarded immediately to the membership department at the association headquarters office. Members should be reminded to pay dues directly to the association headquarters office as indicated on the application or dues renewal form. No membership data is official until notification from the association office has been received.

Membership includes one chapter and one division at no additional cost. There is a per unit charge to add or change additional chapters, divisions or caucuses. Refer to the current Unit Update Form for current fees.

The fee is waived for the following reasons:

- Changed during the renewal time
- A recent job change
- Relocation (chapters only)
- Don't have a chapter or division listed in your current membership (fee waived for chapters or divisions only).

To make a change to a chapter, division or caucus, download the Unit Update Form at <http://www.sla.org/PDFs/membership/UnitUpdateForm012010.pdf>. This form must be completed and returned to the Association Headquarters Office to process.

A current alphabetical roster of chapter, division and caucus members with contact information is available to the membership chairs throughout the year by requesting it [online](#). This is the official roster. All old rosters should be discarded immediately to avoid error. The association's membership department posts a list of non-renewing members (deactivation roster) on the membership chairs wiki monthly for follow-up.

Officers should keep in mind that in their contacts with other professional and trade associations and universities and colleges, they have excellent opportunities to recruit new members for the Association. At no charge, the Officers are encouraged to download the marketing materials online, from the membership chairs wiki or call the association headquarters office.

Membership applications for potential members are online and can be obtained from the chapter's membership chair or from the association headquarters office. Contact the association's membership department for authoritative up-to-date information that will answer the questions asked by potential members about membership requirements, dues, benefits, etc.

The Association's Application for Membership and a Benefits Brochure or Flyer is available online and can be obtained from the association headquarters website online, through the membership chairs wiki, from the chapter's membership chair, the SLA Leadership Center or from the association headquarters office. These items are available to download online and as many copies as you need can be made and distributed to potential members.

To avoid distributing outdated information to potential new members, officers and membership committees are advised to take care that they use the most recent revision of the membership application, brochure or flyer when recruiting new members.

3. Membership Labels

When used for official association business, all divisions and chapters may request labels or e-mails for their members at no cost. Official business includes:

- Bulletin mailings
- Meeting notices
- Education Course announcements
- Ballot mailings
- Governing document amendments

Mailing labels are available as pressure sensitive (peel off, stick on), in Excel or ASCII. To obtain this information, please contact the Leadership Department at Leadership@sla.org. To order labels or e-mails throughout the year use the Unit Label Roster form [online](#).

Do not use the information from the online membership directory as this is not the preferred mailing address of the member.

Divisions and chapters are not authorized to provide membership labels to outside vendors. All requests for labels by vendors must be handled through MGILists SLA's contact at MGILists is Candy Brecht at +1-703-706-0383. Divisions and chapters may barter lists but should contact SLA's Chief Administrative Officer to make this request.

4. Membership Reports

Membership Chairs routinely receive several membership reports generated by staff at the Association Headquarters.

You will receive instructions for accessing the membership chairs wiki database via the Internet. This will allow membership chairs to view monthly reports, marketing materials and information pertaining solely to membership recruitment and retention.

Reports which are currently available on the Membership Chairs Wiki include:

Membership Count by Type – Lists member count by each membership type available through the association.

Membership Count by Unit – Lists member count by each association unit available through the association. Dramatic increases or decreases might be due to the merging, creation or elimination of a unit.

Membership Count by Country - Lists member count by country.

New Member Report - Lists persons new to *both* SLA *or* your unit within a specific time period. These members may be new members, returning members of SLA and your unit or current SLA members who had just affiliated with your unit.

Lapsed Member Report - The Lapsed Member Report is structured similarly to the new member report. This report lists individuals who have not renewed their SLA membership and have been dropped.

Excerpt from Chapter Recommended Practices

H. Membership & Recruitment Committee

The Membership & Recruitment Committee is responsible for encouraging the growth of membership in SLA. The Membership & Recruitment Chair is responsible for appointing two additional committee members subject to the approval of the President. Members of the committee should assist in carrying out the responsibilities of the Chair.

Duties:

1. Committee Chair serves as a member of the Advisory Board.
2. Maintains up-to-date membership records as received from the Association office and alerts the Association office of irregularities with membership lists.
3. Writes welcome communications to new members, inviting them to an upcoming Chapter or Association activities, and lists their names in the Chapter bulletin.
4. Supplies items for the bulletin encouraging recruitment of new members. These items should review the requirements for membership and inform members that applications may be completed online or as a download as well as from and returned to the Association office for processing.
5. Acts as host to new members attending their first Annual Conference or arranges for Chapter officers to fulfill this duty.
6. Annually reminds members to renew membership by highlighting the value of membership.
7. Follows-up with delinquent members by encouraging reinstatement. Personal telephone calls or e-mails from other members or officers are particularly effective.
8. Plans recruitment activities or campaigns to attract new members to the Association, including distribution of brochures or flyers and registration forms to non-member attendees at Chapter meetings and to other potential members. Sends the association headquarters office a monthly (Excel or ASCII) list of prospects obtained from meetings and events to help to provide recruitment support throughout the year.
9. Plans and carries out membership drives in cooperation with the programs of the Association.
10. Prepares a report of activities for each Board meeting.
11. Advises other officers, bulletin editor (and mailing service if an external service is used), the directory editor and others who need the information to accomplish assigned responsibilities that current information may be obtained from the Association's Leadership Department. Labels/E-mails maybe requested using the [Label/Roster Request Form](#).
12. Compiles or updates the Chapter directory, as directed by the Chapter's board.

Membership applications for potential members can be obtained from the Chapter's membership chair, from the Association office, or online at www.sla.org. Contact the

Association's Membership Department via e-mail at membership@sla.org for authoritative up-to-date information that will answer the questions asked by potential members about membership requirements, dues, benefits, etc.

The Association's Application for Membership and a Benefits Brochure or Flyer is available online and can be obtained online, through the membership chairs wiki, from the chapter's membership chair, the SLA Leadership Center or from the association headquarters office. These items are available to download for as many copies as you need to distribute to potential members.

To avoid distributing outdated information to potential new members, officers and membership committees are advised to take care that they use the most recent revision of the membership application, brochure or flyer when recruiting new members.

For more information, consult the [SLA web page for Membership Chairs](#).

Excerpt from Division Recommended Practices

H. Membership & Recruitment Committee

The Membership & Recruitment Committee is responsible for encouraging the growth of membership in Special Libraries Association. The Membership & Recruitment Chair is responsible for appointing two additional committee members subject to the approval of the Chair. Members of the committee should assist in carrying out the responsibilities of the Chair.

Duties:

1. Committee Chair serves as a member of the Advisory Board.
2. Maintains up-to-date membership records as received from the Association office and alerts the Association office of irregularities with membership lists.
3. Writes welcome communications to new members, inviting them to an upcoming Division or Association activities, and lists their names in the Division bulletin.
4. Supplies items for the bulletin encouraging recruitment of new members. These items should review the requirements for membership and inform members that applications may be completed online or as a download as well as from and returned to the Association office for processing.
5. Acts as host to new members attending their first Annual Conference or arranges for Division officers to fulfill this duty.
6. Annually reminds members to renew membership by highlighting the value of membership.
7. Follows-up with delinquent members by encouraging reinstatement. Personal telephone calls or e-mails from other members or officers are particularly effective.
8. Plans recruitment activities or campaigns to attract new members to the Association, including distribution of brochures and registration forms to non-member attendees at Division meetings and to other potential members. Sends the association headquarters office a monthly (Excel or ASCII) list of prospects obtained from meetings and events to help to provide recruitment support throughout the year.
9. Plans and carries out membership drives in cooperation with the programs of the Association.
10. Prepares a report of activities for each Board meeting.
11. Advises other officers, bulletin editor (and mailing service if an external service is used), the directory editor and others who need the information to accomplish assigned responsibilities that current information may be obtained from the Association's Leadership Department. Labels/E-mails may be requested using the [Label/Roster Request Form](#).
12. Compiles or updates the Division directory, as directed by the Division's board.

Membership applications for potential members can be obtained from the Division's membership chair, from the Association office, or online at www.sla.org. Contact the

Association's Membership Department via e-mail at membership@sla.org for authoritative up-to-date information that will answer the questions asked by potential members about membership requirements, dues, benefits, etc.

The Association's Application for Membership and a Benefits Brochure or Flyer is available online and can be obtained online, through the membership chairs wiki, from the chapter's membership chair, the SLA Leadership Center or from the association headquarters office. These items are available to download for as many copies as you need to distribute to potential members.

To avoid distributing outdated information to potential new members, officers and membership committees are advised to take care that they use the most recent revision of the membership application, brochure or flyer when recruiting new members.

For more information, consult the [SLA web page for Membership Chairs](#).

Membership Categories

Full Member status shall be granted to an applicant who has an interest in the objectives of the Association. A Member shall have the right to vote, to hold any Association or unit elective office or appointive position, and to affiliate with one Chapter and one Division without payment of additional fee, and to receive the official magazine at no additional charge. Refer to the latest tier structure and investment dues rates found on the most current membership application.

Unemployed members shall be granted to unemployed members currently seeking employment. The member may take advantage of the services in the SLA Career Center and is eligible to renew at the lowest tier rate. This membership is renewable and it does include one elective chapter and one division without payment of additional fee. Refer to the latest tier structure and investment dues rates found on the most current membership application.

Organizational Member status shall be granted to a firm, organization, or individual desiring to support the objectives and programs of the Association. Organizational Members shall have the right to affiliate with one Chapter and one Division without payment of additional fee, and to receive the official magazine at no additional charge. Other benefits of this membership category shall be determined by the Board. Refer to the latest tier structure and investment dues rates found on the most current membership application.

Student Member status shall be granted to an applicant enrolled in a curriculum of library or information science at least part time (two or more courses). This category of membership shall be available to those joining the Association for the first time. This category of membership shall also be available to current members renewing their membership after enrolling in an appropriate academic program. Student membership may be maintained only while actively a student, but for no more than three years. Appropriate verification of student status is required. A Student Member shall have the right to vote, to hold any Association or unit elective or appointive position, to affiliate with one Chapter and one Division without payment of additional fee, and to receive the official magazine at no additional charge. Refer to the latest tier structure and investment dues rates found on the most current membership application.

Retired Member status shall be granted to a current member who is retiring. Non-members cannot join as a retired member. In this connection, "retirement" shall be defined by the Board. A Retired Member shall have the right to vote, to hold any Association or unit elective office or appointive position, to affiliate with one Chapter and one Division without payment of additional fee, and to receive the official magazine at no additional charge. A Member who has 45 consecutive years of uninterrupted Association membership shall be designated a Forty-five Year Retired Honoree status. Basic membership dues will be waived for members holding this distinction. Forty-five Year Retired Honorees have the same membership rights as other Retired Members. Refer to the latest tier structure and investment dues rates found on the most current membership renewal statement.

Honorary Member shall be an individual elected to this honor by the Association members. Current members may not be considered for honorary membership. Nominations shall be presented in writing to the Board and may be proposed by one or more Association members. Upon endorsement by a two-thirds vote of the Board, the nomination shall be submitted by the Board to the members for election at an Annual Business Meeting. The total number of Honorary Members and the number who may be elected in any one year shall be determined by the Board. An Honorary Member shall have the right to affiliate with one Chapter and one Division, and to receive the official magazine free.

Exclusive SLA Benefits

- Chapter membership Network with information professionals in your local community. By attending events in your area and continuing your relationship building online in the active discussion list will keep you current at your local level.
- Division membership within your topical area whether you're a seasoned professional or just starting out. Share your expertise and learn from the leaders within your field. The contacts you make here are a great way to keep you dynamic in your career.
- Click University, the first and only online learning system for post-graduate information professionals. Offering more than 300 online courses for info pros who want to keep their skills current. Available only to SLA members.
- Competitive Intelligence Certificates program offers SLA competitive intelligence (CI) certificates through Click University. Registration for each online course will close on the Friday before the beginning of the class and registration is limited to 50 participants per course
- Career Center: if you are ready for a change, want to see who's seeking information professionals or just interested in finding out where the jobs are. You'll be glad you have access to this database of jobseekers and job finders.
- Social Media and Discussion Groups bring together thousands of information professionals and their partners through a variety of formal and informal electronic networks and allow you to connect with others in more flexible ways.
- *Information Outlook* magazine, SLA's monthly magazine and your source for news and information on trends and practices, written by your colleagues around the globe.
- SLA online member directory
- RSS feed reader: SLA has partnered with NewsGator for this service. Choose from pre-selected feeds, or add your own. NewsGator is an online service that delivers RSS (Really Simple Syndication) feeds to the desktops of thousands of information professionals. This exclusive service is free only to members of SLA, and is available at [Resources menu](#).

SLA Resources

The SLA Association Headquarters office provides resources for members to communicate and exchange information. The following resources are available:

SLA Website

The SLA Website at www.sla.org provides information about the Association to include products, services, tools and resources.

SLA Leadership Center

The SLA Leadership Center at <http://www.sla.org/content/learn/members/leadtrain/trainingsessions/index.cfm#membersh> ip provides information for the SLA leaders. You will have access to the policies and procedures associated with the SLA board of directors, committees, units, and officers.

SLA Membership Chairs Wiki

The SLA Membership Chairs Wiki provides web site links, connects you with other members interested in the subject, informs you about upcoming events, and gives you access to important documents and other useful information such as membership reports and resources. The Association Headquarters membership department will contact the membership chairs at the beginning of the term and ask them to:

- go to www.sla.org, and login as a member
- Click on "SLA Community" from the purple tool bar (top center)
- Select "Wiki Login"
- Login if you have a wiki login, or select "Sign Up" if you don't.
- Provide your wiki login to the membership department at the Association Headquarters office so they can add you to the membership chairs wiki

Surveys

Needs Assessment Survey - For the purposes of receiving valuable feedback in the efforts to review and enhance the Association's products, benefits and services, SLA periodically conducts a comprehensive survey to the entire membership.

Exit Survey- SLA conducts an exit survey to lapsed members who either choose not to renew or simply do not pay and are therefore cancelled.