



Global Headquarters  
331 S Patrick St  
Alexandria, VA 22314 USA  
Tel: 1-703-647-4900  
Fax: 1-703-647-4901  
[www.sla.org](http://www.sla.org)

## **2007 Membership Chair Toolkit**

# Table of Contents

---

Contents	Page
Welcome	3
Guideline	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. I encourage you to be creative and try new and innovative approaches to enhance SLA's recruitment and retention efforts. As new technologies become available to you in 2007 with the implementation of SLA's new AMS system, we hope this 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 me, your staff liaison, Jill Calabria, Director, Membership at [jcalabria@sla.org](mailto:jcalabria@sla.org) or +1.703.647.4926.

Best regards,

A handwritten signature in black ink, appearing to read "J. Calabria", written in a cursive style.

Jill Calabria  
Director, Membership  
SLA

## 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 may be obtained from and returned to the association 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 status

Association members, except virtual 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 of US\$18. Full, student and retired members may hold any elected or appointed offices.

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

A current alphabetical roster of chapter, division and caucus members with contact information is available to membership chairs throughout the year by requesting [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 chair's Community of Practice 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. Officers are encouraged to call Association Headquarters for marketing materials or materials can be ordered [online](#) at SLA Marketplace for a nominal fee ranging from US\$5 to US\$20.

Membership applications for potential members can be obtained from the chapter's membership chair or from Association Headquarters. 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 is included in the membership brochure. This brochure is revised as needed, therefore, each membership committee should request no more copies in any one year than it expects to distribute to potential members during that year.

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 and brochure 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 Leadership Associate, Natalie Gozzard at [Leadership@sla.org](mailto: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 Community Officer to make this request.

### 4. Membership Reports

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

In the coming months, you will also be provided with instructions for accessing the

membership database via the Internet. This will allow unit officers to run vital reports from their own computers, at their own convenience.

Reports which are currently available on the Membership Chairs Community of Practice 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.

Deactivation Roster - The Deactivation Roster is structured similarly to roster. This report lists individuals who have not renewed their SLA membership and have been deactivated. It will be necessary to refer to the column headers to learn the actual deactivation date, which is 45 days after the member's expiration date.

Trend Report – Is published at the beginning of the year and mid-year so membership chairs can monitor membership trends.

Reports that are sent directly to the membership chair e-mail address on file are:

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.

## **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 obtained 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 and registration forms to non-member attendees at Chapter meetings and to other potential members.
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](http://www.sla.org). Contact the Association's Membership Department via e-mail at [membership@sla.org](mailto: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 is included in the printed membership brochure. This brochure is revised annually, therefore, each membership committee should request no more copies in any one year than it expects to distribute to potential members during that year.

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 and brochure 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 obtained 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.
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](http://www.sla.org). Contact the Association's Membership Department via e-mail at [membership@sla.org](mailto: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 is included in the printed membership brochure. This brochure is revised annually, therefore each membership committee should request no more copies in any one year than it expects to distribute to potential members during that year.

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 and brochure when recruiting new members.

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

## Membership Categories

---

Full Member (F) 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 journal at no additional charge.

Investment: Annual salary equivalent or greater than \$35,000	\$160.00
Investment: 3 year payment, 10% discount applied	\$432.00
Investment: Annual salary less than \$35,000	\$99.00

Unemployed members Unemployed members currently seeking employment may take advantage of a unique member benefit which is a discount off the annual membership dues. This discount is limited to a one-year period, is not renewable and does not apply to elective chapter, division or caucus affiliations. Please send a signed statement requesting the discount for reason of unemployment together with your payment in the amount of \$49.50 plus additional fees.

Investment:	\$49.50
-------------	---------

Organizational Member (O) 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 journal at no additional charge. Other benefits of this membership category shall be determined by the Board.

Investment:	\$650.00
-------------	----------

Student Member (S) 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 journal at no additional charge.

Investment:	\$35.00
-------------	---------

Virtual Member (V) status shall be an individual who wishes access to publications but does not wish to affiliate with a Chapter or Division. This membership is limited to members outside the United States and Canada. A virtual member will have online access only to publications. A virtual member shall not have the right to vote, to hold any Association or unit elective office or appointive position, or to affiliate with a Chapter or Division.

Association publications will be accessible to virtual members virtually.

Investment:	\$65.00
-------------	---------

Retired member (R) 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 journal at no additional charge. A Member who has 45 years of uninterrupted Association membership shall be designated Forty-five Year Honoree status. Basic membership dues will be waived for members holding this distinction. Forty-five Year honorees have the same membership rights as other Retired Members.

Investment: \$35.00

An Honorary member (H) 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 journal free.

Investment: \$0

## Exclusive SLA Benefits

---

FOSRH	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.
FOSRH	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.
FOSRVH	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.
FOSRVH	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
FOSRVH	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.
FOSRVH	Information Center SLA research, publications, and articles, rich with content you can use on the job.
FOSRVH	<i>Information Outlook</i> magazine SLA's monthly magazine and your source for news and information on trends and practices, written by your colleagues around the globe. NOTE: Virtual members can view online only; no hard copy distribution.
FOSRVH	SLA online member directory
FOSRVH	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 <a href="#">Resources menu</a> .

All SLA Members receive discounts from the following partnering organizations (NOTE: As partnership discounts are negotiated, some discounts may expire because the meeting or event has already occurred. The benefits are updated on the SLA Web site accordingly.)

- FreePint: receive a discount to FreePint VIP subscription.
- Information Today book and new subscriptions. Discount of 25% off the 2007 Buying and Selling E-Content full registration.
- SIIA: discount to certificate program.
- Nexcerpt for News Connections.

- Information Today: members will receive a US \$300 discount to Enterprise Search Summit in May 2007 and Internet Librarian in October.

## SLA Resources

---

The SLA Communities of Practice (CoP) is an SLA Web tool which is a communication medium, provides members with 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, discussions and resources. Membership Chair CoP enables you to:

- Create a Personal Page where you'll have instant access to the information YOU need
- Join or request new, independent Communities of Practice focusing on topics important to you and other members of that particular Membership Chair CoP
- Use the internal messaging system to communicate with other SLA members
- Chat with other members on-line in "real" time
- Search for context-specific help found by clicking on the Help link within each section heading on site pages as well.

To access the Membership Chair CoP go to <http://Membership Chair CoP.sla.org/MEMBERSHIP CHAIR COP> and enter your last name and your SLA PIN.

All future correspondence from me, SLA leadership and your fellow membership chairs from around the globe will be posted on the [Membership Chair Community of Practice](#). If you are not familiar with this venue, please be sure to follow these easy directions to receive all notifications of online conversations, posting of marketing material and membership reports. Please take a few minutes to set up your account following these instructions.

### To login into the COP

1. Please visit [www.sla.org](http://www.sla.org) and select SLA Community, Communities of Practice.

### Notification of Community Activity

If you've provided a valid e-mail address in your [Member Profile](#) and have elected to receive notifications from each community of which you are a member or the internal messaging system, you will receive Community Notifications whenever something new has been added. (Click Profile Update to update or change your e-mail address.)

### To receive notifications in the messaging system:

1. Click the Messaging icon.
2. Click the Mail Preferences tab at the top of the page.
3. Select either the "Yes" or the "No" radial button to determine if you wish to be sent notification to your external Internet e-mail that you have received messages in your CoP mail account.
4. Click Update to save your choice. The window closes.

### To receive notification from one of your communities:

1. From each community page, click Notifications, found in the top menu bar.
2. You will see drop-down list boxes allowing you to choose the frequency of notification of new items for Events, FAQs, Discussion, Link, News, Poll, and Resources.
3. Select your preferred frequency of notification for the choices available to you (Don't Notify, Hourly, Daily, Weekly, Monthly, Immediately). I personally recommend immediately; in that way, you are notified as soon as reports are posted or messages are sent from me or your fellow membership chairs.
4. Click Set Notifications. You'll receive e-mail notifications according to the schedule you've selected.

## Surveys

---

[SLA 2006 Membership Survey](#) results are available to you in John Latham's *Information Outlook* article from January 2007.

Exit Survey- SLA conducts monthly exit surveys to lapsed members that either choose not to renew or simply do not pay and are therefore cancelled.

Mid Year Survey- SLA will begin sending a 'report card' survey beginning July 2007 to monitor the new members' (6 months after they join) satisfaction with their respective memberships.