

Speed Dating for Membership Tips

Chapters

Kansas/Western Missouri: Multi-organization Programming for Synergy

- *In the Mix* - Programming in partnership with other local associations and two library schools for energy and connections

Kentucky: Focus on Students

The Kentucky Chapter has a history of working with the SLA student chapter at the University of Kentucky:

- Their president and our liaison member to their chapter both serve on our board.
- Chapter members provide volunteer opportunities, informal mentoring and share our expertise with student chapter members.
- Come learn about our successes and tips we have learned along the way.

Maryland: Rewards for Member Participation; Bringing Volunteers “On-Board”

- Attend Events. Get Points. Earn Rewards! See the brochure: <http://maryland.sla.org/wp-content/uploads/2013/02/Crab-Points-flier.pdf>
- Incentives to attend events: drawings for membership fee support:
- ROI for volunteers: How to bring volunteers “on board” by hinging the opportunities on ways to meet new people, learn new skills, build your resume, and so forth.

Minnesota: Retaining Experienced Leaders

- Recognition and rewards bring them back for another round. Practical, low- or no-budget tips and tricks can make an impact.
- How we learned what leaders want and need to keep them engaged (and you can, too)

New York: Communication, Recognitions, Student Scholarships

- Communication, communication, communication: Channels, consistency, branding, maintenance
- Targeting non-member attendees at Chapter programs for “special attention” from the Membership squad
- Recruitment incentives: Raffles for conference/membership fee support
- Student scholarships
- Celebrating members/volunteers with awards & recognition; annual Membership Reception
- Best practices for marketing/promotion (an important aspect of success)

Philadelphia: Incentives for Recruitment, Engagement

- New member vouchers - Complimentary registrations during a member's first year
- Bring-a-friend recruitment program - Recruiters earn special raffle entries

St. Louis Metro Area: Outreach, Committee Placement, Students

- Outreach, outreach, outreach - Host open Chapter events & collaborate with other professional organizations /SLA units
- Engagement - encourage new members to join Chapter Committees or Advisory Board
- How to create student-friendly Chapter events
- Best practices for working with a student chapter

Washington D.C.: Loyalty Project, Sponsor Relations, Social Media Outreach

The DC Chapter is striving to engage and retain our members with strategies for increasing real value to a diverse membership, including:

- Our loyalty project efforts
- Sponsor relations activities
- Social media outreach
- An extensive slate of programs and events

Also tabling, but no description yet: South Carolina

Divisions

Competitive Intelligence: Branding, Outreach, Value Proposition

- GOT CI?
- Competitive Intelligence is a Key Tool for All SLA Members
- How the CI Division Drove the Highest Percentage Increase in Members in 2012
 - Goal identification; Defining the role of the CI Division in SLA
 - Branding and positioning
 - Education value creation
 - Industry outreach for expertise
 - Volunteer drives & involvement
 - Member communication
 - CI industry engagement (non-SLA members)

Legal: Mining ULAS, Board Involvement, Financial Assistance

- Making the most of ULAS - How to monitor the ULAS roster for expired and soon-to-expire memberships and make direct contacts to discuss the value of renewal
- Regional market divide and conquer – All DLEG board members take responsibility to review the membership roster for their local markets, determine which of their contemporaries are not on the membership list, and recruit those potential members.
- Under consideration: Offering financial assistance for membership renewals.

Petroleum & Energy Resources: Leveraging Geographic Diversity

DPER includes many Canadian members not far from Vancouver, site of SLA Annual Conference 2014:

- Using the Annual Conference location to highlight the activities of a geographic cluster within a Division, and
- Using Annual Conference as a springboard to engage local Division members

Solo Librarians: Member Profiles, Special Member Benefits

Join the Solo Division Renaissance! We're:

- Celebrating solos with member profiles on our blog,
- Adding value to division membership through a members-only website, and
- Encouraging personal and professional development with
 - Division-sponsored webinars
 - A Calendar of Learning and
 - Discounts at Library Juice Academy

Taxonomy: Outreach, Local Networking, Preferential Rates, Engagement Channels

- Publicizing events beyond SLA membership
- Ways to invite and welcome new members
- Initiating local networking events
- Special member privileges, e.g., Webinar series free to members, fee to others
- Excellence in programming: Annual Conference, CE, Webinar series, Taxonomy Boot Camp
- Staying in touch with members: Bulletin profiles, LinkedIn, Twitter, discussion list, web, wiki
- Follow-up for renewals

Also tabling, but no description yet: Environment & Resource Management