

**POLICIES HANDBOOK:  
MEMBERSHIP COMMITTEE**

**SCOPE OF RESPONSIBILITIES**

The Committee promotes membership in NDLA by publicizing the organization to current and prospective members. It maintains a database of up-to-date membership information and disseminates this information for use by NDLA members and committees as needed. It compiles, maintains, and reports membership statistics on a quarterly and annual basis.

**MEMBERSHIP**

The presiding NDLA president appoints the chair of the Committee each year. The chair assembles a committee annually making selections based upon anticipated expertise required by planned projects in a given year.

**PROCEDURES**

**Membership Solicitation**

1. Plans for and designs materials used to promote membership. These may include but are not limited to membership brochures, cards and cardholders, envelopes, stamps, and mailing labels.
2. Solicits renewals from current members. This includes an annual mailing to members and other strategies as determined helpful each year. The annual mailing may be designed and scheduled each year as deemed necessary in order to optimize membership. It is desirable that renewal forms maximize convenience for members by including current membership information. Renewal forms for trustees should be sent directly to the trustee's respective library director.
3. Solicits new membership. This includes an annual mailing to nonmembers and/or libraries publicizing the nature of NDLA and membership benefits. The annual mailing may be designed and scheduled each year as deemed necessary in order to optimize membership. Sources for mailing labels will be determined based upon targeted groups.

**Membership Applications and Database Maintenance**

1. Receives and processes membership brochures in a timely manner. Updates electronic database with current membership information. Sends membership cards and cardholders to members upon receipt of brochures and dues.
2. Deposits funds received from new and renewing members into NDLA's checking account. Prints report breaking down funds received into the appropriate category. These include, but may not be limited to, dues and various funds NDLA maintains. Gives this report, along with a deposit slip, to the NDLA treasurer.

Provides mailing labels of members donating money to one of NDLA's funds to the treasurer so that a receipt can be mailed. Deposits should be made routinely but may vary depending on membership activity.

3. Archives electronic membership database at the end of the calendar year for historical reference.

### **Membership Directory Information**

1. Maintains membership directory information on NDLA's homepage for the use of NDLA members. Updates information routinely at intervals necessary to keep information reasonably current. Designs electronic directory to reflect membership categories and data as well as user needs.
2. Creates two copies of a printed membership directory for historical and archival purposes. One is given to the North Dakota State Library and the other is put into NDLA's permanent archive. Printed directory is designed to reflect membership information, and categories.
3. Prints membership lists for members without access to the electronic directory or for members without adequate print capabilities. Printed lists will reflect membership information existing in the electronic directory at the time of printing and will be distributed via mail or electronically as needed or available.
4. Provides mailing labels to section and roundtable chairs upon request for use in NDLA activities. Labels will reflect membership information as of the date of printing.
5. Provides staff of *The Good Stuff* with membership statistics upon request for purposes of printing the Association's newsletter.
6. Prints and distributes mailing labels to staff of *The Good Stuff* upon request for purposes of mailing the Association's newsletter to members. Labels will reflect membership information as of the date of printing.
7. Works with annual conference registration chair to verify membership as needed for registration purposes. Supplies current membership information as needed.

### **STATISTICS AND REPORTS**

Compiles membership statistics on a quarterly basis reflecting end-of-quarter statistics. Membership statistics will be kept for NDLA overall and for each section and roundtable. Statistics for renewed and new members as of the reporting date will be added to quarterly reports.

Reports containing membership statistics from the end of the previous quarter will be created for meetings of the NDLA Executive Board and for each issue of *The Good Stuff*.

Statistics for renewed and new members as of the reporting date will be added to reports. Narrative on the committee's activities during the period may also be included.

### **BUDGET**

Funds are required for a number of activities carried on by the committee throughout the year. Since activities of the committee may vary from year to year (i.e. manner in which membership recruitment is done) and some resources are carried over (i.e. stationary), an assessment of needs should be made each year and a request for funding submitted to the Chair of the NDLA Finance

Committee. Costs to consider include printing and photocopying, mailing of membership promotional materials (bulk and 1st class), stationary, and travel.

### **REIMBURSEMENT**

See Reimbursement Policy Handbook

<http://www.ndla.info/Handbooks/reimbursementpolicy.pdf>.

## CHRONOLOGICAL GUIDELINES

### September:

Assists conference registration chair with verification of registrant's member status.  
Prepares personalized renewal forms for inclusion in conference packets.  
Records end of 3rd quarter membership statistics as of September 30th.

### December:

Records end of 4th quarter membership statistics as of December 31st.  
Archives electronic membership database for calendar year.

### January:

Prepares personalized renewal forms for members from previous year who have not yet renewed and mails them to those members.  
Completes printed archival copies of NDLA membership directory for previous calendar year.

### February:

Obtains mailing labels and solicits membership from nonmembers. These labels may come from the North Dakota State Library or any other available source. Decisions regarding groups to target should be made on an annual basis so as to employ the most productive strategy. These strategies might include mailing promotional materials to individuals, institutions, or a combination of both. Creates first version of membership directory information on NDLA's homepage. This is updated monthly or as needed thereafter dictated by membership activity.

### March:

Records end of 1st quarter membership statistics as of March 31st.

### June:

Records end of 2nd quarter membership statistics as of June 30th.

\*\* All activities listed under procedures not enumerated in chronological section are completed as needed.

Executive Board approved 5/21/99

Reimbursement statement added by Executive Board 3/22/02

Reimbursement statement revised by Executive Board 12/09/02

Reimbursement statement revised by Executive Board 12/03/04

Reimbursement statement revised by Executive Board 5/30/08

Reimbursement statement revised by Executive Board 12/12/12