

2015-2016 Membership Committee Annual Report

Your Name: Le Yang

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Committee Name: Membership Committee

Committee Roster:

- Le Yang (Co-Chair) le.yang@ttu.edu Texas Tech University
- Hong Cui (Co-Chair) hong1.cui@gmail.com University of Arizona
- Liangyu Fu liangyuf@umich.edu University of Michigan
- Wei Peng pengweilac@gmail.com National Central Library
- Mary Wu mwu@rwu.edu Roger Williams University
- Qianjin Zhang qianjin-zhang@uiowa.edu Iowa University
- Xiaocan Wang wang-x@mssu.edu Missouri Southern State University
- Sharon Yang yangs@rider.edu Rider University
- Doris Tseng doris.tseng@sfpl.org San Francisco Public Library
- Sam Suber subertrooper@gmail.com The Lewis University
- Zhuo Fu zhuof@umicc.edu University of Missouri-Kansas City (Election Committee)
- Jennifer Zhao jennifer.zhao@mcgill.ca McGill University (Election Committee)
- Weiling Liu (Ex-Officio, CALA Webmaster) University of Louisville

Committee Charge:

According to The Handbook, Membership Committee major responsibilities are:

- Keep an up-to-date membership roster
- Maintain complete membership records in a database
- Recruit new members
- Print and distribute a membership directory annually
- Take charge of all membership activities.
- Members will need to staff the booth at Diversity Fair during ALA annual meetings.
- Assist the President during Annual Membership Meeting and make current membership list available to Executive Director and President during meeting.

[Note: Printing membership directory is no longer needed]

Tasks completed (according to the goals outlined in the CALA 2020 Strategic Plan if applicable- be specific):

Goals and objectives accomplished for the whole year (and highlight those accomplished after mid-year report):

CALA 2020 Strategic Plan

Goal 1: Identify and develop creative and innovative programs and services to recruit, retain, and engage members locally, nationally, and internationally.

- Objective 4: Focus recruitment of library professionals and supporters from all types of libraries, LIS schools, and library related business firms, new generations of Chinese professionals by using different channels and showcasing different types of librarianship.

Task completed and highlights: As of 5/26/2016 when drafting the report, **the member number is 610.**

Goals and objectives not completed (and concerns):

N/A

Budget requirements or reimbursement Requests (if any):

N/A

Questions/Comments/Suggestions for the Board (if any):

Suggestion 1: Insert one question to the membership online form (recommended by Next Generation Task Force):

“How did you hear about CALA (please specify - for example: referral from member, ALA, other ethnic affiliate)”

Action: Weiling will add this question to the membership online form.

Suggestion 2: \$5 discount for APALA members to join CALA as a regular member. APALA offers \$5 discount for CALA members to join as APALA as a regular member. **The Board needs to approve the proposal.**

Action: We need to find out a way to identify the APALA members in the system, or maybe self-identify, then the payment category need to pop out one more payment option with \$25 for them to select and pay. How to identify them is tricky, especially across two associations. Otherwise, we just make it compulsory for those to send by check with a printed APALA membership receipt or confirmation. Otherwise, we can only reply on the members to be honest enough and provide the \$25 option for them to pay. In this case, we need to keep in mind that non-APALA members can also select this option and pay the \$25 membership fees though.

Suggestion 3: For those members who paid consecutively 10 years' regular member dues, in total \$30 x 10 yrs = \$300, some members requested that the membership type to be automatically upgraded to Life Member. Concerns from the membership committee is that, maybe provide a \$50 dollars discount for these members. Once

they consecutively hit 10 years, they paid \$250 to turn to Life Member. **The Board needs to discuss and approve either proposal.**

Action: If automatically upgraded life member, it is easy to implement. Just need the membership committee to track on the regular members, and update the records in the database. However, if offering a discount, again, we either need to implement the verification system in the membership web form, and provide them a \$250 option to pay, or we need to require them to send in checks. If they send in checks of \$250, but the membership committee can't verify their consecutive 10 years, we need to send their checks back.

Summary: In a few sentences, highlight your achievements, concerns, or suggestions that you mostly want addressed. This should be the main point of your committee report.

The membership committee worked diligently to retain and recruit CALA members, and as of 5/26/2016, the member number reaches 610.

CiviMember

Membership Summary 										
Members by Type	April – (Last Month)			May (MTD)			2016 (YTD)			Current #
	New	Renew	Total	New	Renew	Total	New	Renew	Total	
Regular	7	0	7 [7]	6	0	6 [6]	26	0	26 [26]	108 [108]
Student	3	0	3 [3]	13	0	13 [13]	47	1	48 [48]	71 [71]
Non-salaried	1	0	1 [1]	0	0	0 [0]	2	0	2 [2]	10 [10]
Oversea	24	0	24 [24]	0	0	0 [0]	58	0	58 [58]	127 [127]
Life	1	0	1 [1]	0	0	0 [0]	5	0	5 [5]	280 [280]
Institutional	0	0	0 [0]	0	0	0 [0]	0	0	0 [0]	2 [2]
Affiliated	0	0	0 [0]	0	0	0 [0]	0	0	0 [0]	1 [1]
Honorary	0	0	0 [0]	0	0	0 [0]	0	0	0 [0]	11 [11]
Totals (all types)	36	0	36 [36]	19	0	19 [19]	138	1	139 [139]	610 [610]

Primary member counts (those who "own" the membership rather than receiving via relationship) are in [brackets].

We received very good suggestions and had a discussion internally. But some of them need the Board's approval, and it is also difficult to implement the changes, from the technical perspective. Suggestions and actions are provided above.