North American Serials Interest Group

NASIG Newsletter

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Committee Reports

2011/2012 Membership Development Committee Mid-Year Report

Submitted by: Sarah Tusa

Members
Sarah Tusa, chair (Lamar University)
Steve Kelley, vice-chair (Wake Forest University)
Pat Adams, member (Swets Information Services)
Janie Branham, member (Southeastern Louisiana University)
Jen Frys, member (SUNY Buffalo)
Janet Arcand, member (Iowa State University)
Rick Anderson, member (University of Utah)
Robert Boissy, board liaison (Springer Science+Business Media)

Continuing Activities

The Committee continues to contact non-renewing members, giving them personalized instructions on how to renew their membership.

Completed Activities

- 57 members who had not renewed in the months of April 2011 through June 2011 have been contacted by e-mail and given information on how to renew their memberships.
- Rick Anderson completed an action item to draft wording on a proposal to conduct a drawing for one free year of membership for an active NASIG member who recruits a new NASIG member.
- Sarah Tusa drafted a design for the membership flyer, with input from the committee, which is to replace the brochure that was updated by the MDC in spring 2011.
- The committee conducted an e-mail discussion on the question of follow-up to the non-renewals after our initial reminders, but decided to wait for the results of the impending membership drive.

Budget

A 2012 budget was submitted on October 13, 2011.

Actions Required by Board

Current actions:

- There are currently no new directives from the Board that the Chair is aware of.

Future activities:

- In 2010, the Board had approved the idea of using Facebook and LinkedIn for promoting membership. The committee will draft a plan in 2012 to tie it to the membership-drive initiative.
- The Board has asked the Committee to contact the Mentoring Group and ask for them to encourage members to stay in touch with mentees for the entire year. Janie Branham has agreed to contact the Group, but we had a question for the Board about the protocols of doing this, and the Mentor volunteer letter has already gone out for the 2011 conference. This idea will be followed up by MDC in 2012.
- The Committee will continue to follow up with past NASIG award winners to see if they are still members, and will contact any non-Members to urge them to rejoin NASIG
- The Committee will schedule at least one conference call to continue brainstorming about

ways to strengthen membership numbers, as this activity is an ongoing directive.

Submitted: October 2011