

DATE: 10/12/2010  
 TO: PNC/MLA Board  
 FROM: Sally Bremner, to be presented by Mary Beth Simiele  
 SUBJECT: PNC/MLA Membership Secretary Report

Membership as of 10/07/10:	By State / Province:	Lifetime Members
<b>Individual members</b>		
Regular new 14	Change	Maryanne Blake (new)
Regular renew 85	<b>United States</b>	Melvina Brittle
Student 8	AK 5 (-1)	Anne Girling
Lifetime 8	ID 14 (+2)	Marcy Horner (new)
Emeritus 7	IN 1 (+1)	Isabel McDonald
	MT 14 (+4)	Jim Morgan
	OR 43 (+1)	Gerry Oppenheimer
	WA 80 (+3)	Jeri Van Den Top
Subtotal 122		
<b>Institutional members</b> 43	<b>Canada</b>	
	AB 2 (0)	
<b>TOTAL</b> 165	BC 5 (+1)	
	QC 1 (0)	
<b>Membership this time last year</b> 154		

**Brief analysis**

Increase in Lifetime (+2), Emeritus - Retired / Unemployed (+3), Student (+3), and Institutional (-3); increase in Regular new (none) and Regular renewal (+5); overall increase this year 11 members. Geographically, we have a new member attending the conference from Indiana (Susan Roy), and have been approached by a potential member from Fiji.

**Student Membership Awards & Early Bird Incentives**

Last November before leaving this office, Susan Barnes contacted four library schools to ask for nominations for free student membership. These were awarded to Turner Masland (Emporia State University), Nicole Charles (University of Alberta), Sigrid Brudie (University of Washington), and Sue Bradley (U.B.C.). Susan also masterminded the early bird membership registration for this year. Those renewing or registering by December 20th were entered into a drawing for one of three prizes. First prize (1 year MLA Membership) went to Nancy Henderson; second prize (iPod Shuffle) went to Tori Koch; third prize (\$25 gift certificate for Barnes & Noble) went to Kathleen McCrory. This early renewal program resulted in the majority of our members renewing prior to the New Year.

**The Membership Committee**

Sally's first task on taking office in January was to reconvene the Membership Committee and fill several vacant positions. Helen Lee Robertson (Alberta) is the new representative for our Canadian members; Mary Beth Simiele and Betsy Bartholomew are together looking after our large Washington State contingent (80 /154 members). The full Committee roster with areas of responsibility includes:

- AK, IN Sally Bremner
- ID Kathy Fatkin
- OR Beverly Schriver
- MT Gail Wilkerson
- WA Betsy Bartholomew
- Mary Beth Simiele
- Canada (AB, BC, QC) Helen Lee Robertson

After the early bird call for renewals and a reminder in February, these regional representatives twice contacted individuals and institutional members in their states who hadn't renewed. At this point, 20 members from last year have still not renewed, and will be removed from the website member listing.

The Membership Committee met twice online in August and September using WebEx, PNC's new conferencing software. Discussion focused on how best to use the PNC Blog to share news of interest around the region, so Hope Leman, PNC Blog Coordinator joined the second meeting. The group felt PNC members should have ready information on who could post, how to post, etc., so a set of FAQ was developed with Hope's help and posted on the PNC website. They also decided that the Blog categories should be reviewed and improved. Suggestions were put forward and the categories will be finalized and the revisions made shortly. Sally has been made joint administrator with Kathy Murray for the duration of Kathy's sabbatical this semester, so can make these changes and set up access for would-be authors.

### **RegOnline for Membership dues by Credit Card and Online Tracking**

Sally's second task was to learn how to use RegOnline, the web-based service that PNC has been using for CE event and conference registrations. Susan had set up RegOnline to track memberships and allow payment of dues using credit cards, entering all 2009 members into the system, and recording early bird renewals. Sally receives online notifications of membership activity on RegOnline, then collaborates with our Treasurer, Mentorship chair, and Webmaster to keep the member list updated on the PNC website, and ensure new members are contacted as necessary for committee work and mentoring.

### **Decisions by the PNC/MLA Board at their 10/08 meeting:**

- The Treasurer and Membership Secretary discussed with the Board their concerns regarding the cost, difficulties in using, poor client service, and confusing reporting functions of RegOnline. With the likelihood that members will increasingly prefer to pay for PNC events and membership using credit cards, we would like to find a better, more cost-effective solution than RegOnline. The Board will ask the Technology Committee to investigate alternative products to be used for membership registration and tracking, with credit card transaction functionality.
- The Membership Committee will be asked to contact library schools to promote health care librarianship and PNC/MLA including student memberships.
- The 2011 early bird membership renewals will begin in November. Institutional memberships will continue in order to facilitate group negotiation for reasonable prices for online information resources.