

Ohio Library Council
MEMBERSHIP COMMITTEE
2010 ANNUAL REPORT

Unit Name: Membership Committee
Completed by: Jessica A. Curtis
E-mail address: jcurtis@westervillelibrary.org

Conference Programs/Events

Committee members manned the membership booth at the 2010 OLC Expo.

Other:

The Membership Committee has formed a sub-group to discuss the various ways that OLC membership can be promoted through the various methods of social media.

Various methods are being discussed as to how OLC can advertise that it can benefit support staff, Friends groups, and other non-MLS staff.

Newsletters, Articles, or Publications

Committee members will contribute articles to Access regarding membership to OLC. The intent is to have a Membership presences throughout the year, not just during the Membership drive period.

Use of the OLC Web site

The LRO webpage will be made available to LRO's so that they have resources available for their activities.

Initiatives and Partnerships

Committee members manned booths at the new student orientation sessions at Kent State and the KSU Columbus as well as the career night at both locations. The display board is set up with the brochures and all information that there is about membership for OLC. A committee member also speaks to KSU's Foundations of Library Science class several times a year. A raffle for membership is done at each of these in order to attract members to the booth.

Library Recruitment Officers are selected/volunteered from each library so that they may represent OLC and promote membership in their own library system.

Comments/Suggestions

A special emphasis was placed on member retention and past member recruitment this year. Letters, articles, and advertisements were re-worded to reflect the economic pressures and other difficulties that many library employees are enduring. The committee wants to continue to show its members and prospective members that OLC continues to give value for its dues.