AALL Committee Activities and Action Plan

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Committee Name: Membership Development Committee

Committee Charge: CHARGE: The Membership Development Committee will coordinate internal and external activities with Headquarters to identify and recruit potential Association members. This recruitment effort shall include telephonically contacting lapsed Association members from the prior year to encourage membership renewal. The recruitment effort may also include:
• Advising AALL staff on all promotional activities and campaigns related to membership recruitment and retention.
• Requesting funding, when necessary, in conjunction with the Recruitment to Law Librarianship Committee, to staff booths at career conferences as well as meetings of library, legal, paralegal and similar associations.
• Serving as a liaison to chapters explaining member benefits and dues while monitoring membership trends.
• Reviewing and evaluating AALL member benefits.
• Developing membership brochures or other promotional materials.

The Membership Development Committee shall also be responsible for coordinating the mentoring efforts of AALL, AALL chapters and special interest sections. This coordination may include:
• Publicity for mentoring recruitment to ensure optimal matches between mentors and mentees.
• Tracking of formal mentoring relationships, when possible, to allow appropriate follow up.
• Gathering data from current and former participants to aid in critical evaluation of mentoring efforts.
• Development of networking opportunities for AALL mentors and mentees.
• Service as a clearinghouse of mentoring-related literature and information.

Major Activities for 2013-2014:
Annual Meeting Reception: MDC sponsored a reception for new mentors and mentees assigned through the Program to meet in Seattle. The reception was held early in the Annual Meeting so that the pairs could touch bases and have time to meet later during the Meeting.

Sally's Mentor Booth: In 2013, at the Annual Meeting in the Member Services area of the Exhibit Hall, MDC held a Sally's Mentor Booth hours. Inspired by Sally's counseling booth from the Peanuts cartoons, at periods during the Meeting, members of the committee were on hand to answer questions about the profession, the Mentoring Module, AALL and any other topics that arise. Feedback from the program was positive and MDC would like to continue the booth at the 2014 Annual Meeting.

Advertisement of the new Mentoring Module available through My Communities was done. MDC composed a press release that was included in AALL's E-newsletter encouraging members to enroll in the program. The committee developed and forward tips to current members enrolled in the program. The tips comprised of suggestions on how to select a mentor/mentee and to initiate a professional relationship.

Committee members are currently working on developing a "how- to" brochure for the Mentoring Module. This brochure will be disturbed to members during conferences and available for download on the website.

Proposed Activities for 2014-2015:
The Membership Development Committee’s (MDC) work will continue in 2014-15. The MDC will continue to offer the mentoring program as outlined above. The MDC will continue to offer the Sally’s Mentor Booth and the Mentoring Reception at the AALL Mentoring Program. The MDC will continue to distribute marketing materials to promote the mentoring module among AALL members. The MDC will continue to monitor the activity of the mentoring module and solicit input form current committee members and past mentor/mentee to improve the process. If the committee identifies an outstanding mentor a certificate will be presented to that person. The certificate is simply the Committee’s thanks to the individual(s) who goes above and beyond as a mentor. The MDC will compile annotated bibliography of mentoring-related literature and link from our committee site.