The Membership Development Committee for 2014-2015 consisted of several very active members: Suzanne Graham, Chair; Cynthia Guyer, Vice Chair; Ken Hirsch, Board Liaison; Cara Schillinger, Staff Liaison; Christine George; Katherine Hall; Greg Ivy, and Julia Stahl-Hughes.

The Committee began its work at the 2014 Annual Meeting by assisting the out-going members with a short address to CONELL attendees, participation in the CONELL Marketplace, hosting a Mentoring Reception, and staffing a computer at the AALL booth in the Exhibit Hall to answer questions and help people set-up profiles and make matches.

The work of the committee members after Annual Meeting consisted of three goals: gathering information to improve the program and acting on that feedback, engaging more with participants to encourage continual dialog between partners, and promoting the program throughout the organization to increase member participation and benefit.

To ensure that the organization had longitudinal data with which to evaluate the program through its platform change and to implement helpful improvements, the committee members revised and launched a survey to gauge success of and to solicit feedback on the inaugural year of MentorMatch program. Everyone who had created a profile in MentorMatch received invitations to participate in September. Seventy-five out of 120 possible respondents submitted responses.

During the fall, the committee members met monthly via telephone or email to discuss and task redress of member comments. Specific improvements included: changing the online enrollment form, highlighting next steps on the landing page that enrollees see after completing the form, including tips and best practice advice on Website, providing sample invitation drafts for mentees to use to reach out to mentors, and increasing committee follow-up with participants.

To promote the program, the committee members composed a sidebar highlight to accompany Spectrum article on mentoring. In January 2015, it launched new campaign to get more members to create profiles and make matches once the main changes in place. The committee sent emails to SIS chairs to encourage their members to join or to update profiles. As a follow-up, Cara Schillinger arranged to have the MentorMatch brochures inserted into folders used at the leadership training given on Saturday at Annual Meeting.

To better support participants, in February the committee members began its service of monthly conversation starters, emailed to each partner of a matched pair during the first or second week of the month. Six different topics ranging from how to get involved in the organization to how to promote change locally.

To better support mentees who had created profiles but had not found matches, in April, Suzanne Graham contacted all unmatched mentees who created profiles after November 2014 and offered to help them find a mentor. In response to the invitation, we assisted four members.
Suzanne Graham also gave a brief introduction to MentorMatch and hosted a Marketplace table during CONELL, and she communicated regularly with Michele Finerty and Joanne Kiley, of the Leadership Development Committee, to facilitate a smooth transfer of duties.

Respectfully submitted,
Suzanne Graham,
Chair Membership Development Committee, 2014-2015