

<b>COMMITTEE</b>	<b>MEMBER SERVICES</b>
<b>BOARD OVERSIGHT</b>	<b>COORDINATOR FOR COMMUNICATIONS</b>
<b>MISSION</b>	The mission of the <b>Member Services Committee</b> is to recruit and retain WLA members, ensure value is provided to new and existing members and to develop and promote the benefits of WLA membership to the library community.
<b>GENERAL DESCRIPTION</b>	<p>The <b>Member Services Committee</b> is responsible for:</p> <ol style="list-style-type: none"> <li><b>1. Targeting potential WLA members to increase membership</b> <ul style="list-style-type: none"> <li>• Recommend policies, procedures and strategies for growing membership.</li> <li>• Identify and recruit dynamic new members.</li> <li>• Target and track membership recruitment efforts.</li> <li>• Encourage board members and existing members to recruit new members.</li> </ul> </li> <li><b>2. Improve member retention by identifying, improving and raising awareness of the benefits of membership in WLA.</b> <ul style="list-style-type: none"> <li>• Identify and evaluate existing membership benefits on a regular basis.</li> <li>• Continuously explore new member benefits to increase the value of WLA membership.</li> <li>• Connect with new members to ensure integration in Association activities.</li> <li>• Research and recommend ways to enhance the membership experience.</li> <li>• Develop effective promotional materials to promote the benefits of membership.</li> <li>• Serve as and/or provide a central resource for membership information.</li> <li>• Recommend strategies for sustaining constant communications with WLA members to the Marketing &amp; Communications Committee</li> </ul> </li> <li><b>3. Annually review and make recommendations regarding WLA's membership criteria, categories and dues.</b></li> </ol> <p><u>Meetings:</u> The <b>Member Services Committee</b> meets monthly (as needed) via electronic means or conference call with in person meetings held quarterly.</p> <p><u>Committee Composition:</u> The <b>Member Services Committee</b> is open to any WLA member who has an interest in serving. A minimum one-year commitment is expected of participants with the possibility to serve longer if desired. Interested members should contact the Coordinator of Communications at <a href="mailto:communications@wla.org">communications@wla.org</a> to discuss joining.</p> <p>In addition, the <b>Member Services</b> will also include the:</p> <ul style="list-style-type: none"> <li>• President (ex-officio)</li> <li>• Treasurer (ex-officio)</li> <li>• IG Coordinator</li> <li>• WLA Executive Director</li> <li>• WLA Assistant Director</li> </ul>
<b>BYLAWS TEXT</b>	None
<b>RELATED POLICIES, STATEMENTS, FORMS, ETC</b>	None