

Member Services Committee

Description

CHARGE: The charge of the Member Services Committee 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 individual and organizational membership to the library community.

The WLA Member Services Committee 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 WLA office at info@wla.org to discuss joining.

Responsibilities

Participate in scheduled committee meetings, typically monthly

- Read and respond appropriately to committee emails and attend ad hoc meetings if scheduled
- Familiarize yourself with the issues before the committee meetings and prepare in advance for decision-making

Targeting potential WLA members to increase membership

- Recommend policies, procedures and strategies for growing membership.
- Target and track membership recruitment efforts.
- Encourage board members and existing members to recruit new members.

Improve member retention by identifying, improving and raising awareness of the benefits of membership in WLA.

- Identify and evaluate existing membership benefits on a regular basis.
- Continuously explore new member benefits to increase the value of WLA membership.

- Explore and implement methods of connection with new members to ensure integration in Association activities.
- Research and recommend ways to enhance the membership experience.
- Develop effective promotional materials to promote the benefits of membership.
- Serve as and/or provide a central resource for membership information.
- Recommend strategies for sustaining constant communications with WLA members.

Annually review and make recommendations regarding WLA's membership criteria, categories and dues.

Positions

Committee Co-Chairs

- Appointed by WLA Board President.
- Plan and guide monthly Member Services Committee meetings.
- Advise the WLA board and staff.
- Appoint additional members to the committee as needed.

In addition to committee members and co-chairs, the Member Services Committee will also include the:

- President (ex-officio)
- WLA Executive Director
- WLA Office Liaison