2015 CALA Mid-Year Committee Report

Your Name: Qianjin Zhang  
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Committee Name: Membership Committee  
Committee Roster: Hong Cui, Le Yang, Fu Liangyu, Mary Wu, Xiaocan Wang, Sharon Yang, Doris Tseng, Sam Suber, Pengwei Iac, Qianjin Zhang

Committee Charge (According to Membership Committee Action Plan 2015-2016):

• Keep an up-to-date membership roster
• Maintain complete membership records in a database
• Recruit new members
• Print and distribute a membership directory annually [Note: Printing membership directory is no longer needed]
• Take charge of all membership activities.
• Members will need to staff the booth at Diversity Fair during ALA annual meetings.
• Assist the President during Annual Membership Meeting and make current membership list available to Executive Director and President during meeting.

Tasks Completed (according to the 5 Goals Outlined in the CALA 2015 Strategic Plan if Applicable- Be Specific):

• Strive for Organizational Excellence (ongoing)
• Enhance Services to CALA Membership: developed Membership Committee Action Plan for 2015-2016
• Provide Educational Opportunities (ongoing)
• Advocate for Users of Chinese Heritage, Chinese Cultures, and Chinese Language: invited a guest speaker to facilitate seven “Bite of China” film sessions and discussion for my colleagues at University of Iowa Libraries.

Goals and Objectives Accomplished:
To make membership recruitment more efficient, we developed a standard invitation letter and recommend to have the CALA website to automatically send the welcome letter automatically for newly joined member.

Goals and Objectives to Be Completed (According to Membership Committee Action Plan 2015-2016):

1. To keep membership list up to date, before the website and database are fixed, use google sheet or another web accessible database to maintain the list. New members will be added manually. Membership database will need to be checked first for existing record for a new member to decide how the database may be updated.
2. The committee will send our electronic membership list by Date to entire membership and to the President and the executive committee.
3. Membership retention : to keep current members connected, we propose to work with chapter chairs to establish WeChat groups for local members.
4. Membership recruitment strategy: (1) Encourage past members to renew (2) collaboration with the Recruitment of Young Generation Task Force. It would be helpful if we could provide RYGTF student member distribution, but the membership list we currently have does not differentiate student members from other members. This may be a field that could be added to the membership form. (3) identify new member recruitment potentials. Based on Sai Deng’s 2015 July’s membership list, CALA has currently 499 active members, among them 269 members are life-long members. 106 members are out of North American. See appendix for membership distribution by chapters and states.
5. We will target low density member states. The Membership Committee will pass along the membership counts to local chapters and help local chapters to target their recruitment goal and each member in the MC are assigned a recruitment goal of at least 10 new/renewal members per MC member. In the end, we hope to increase the total active membership counts to 600~650.

Summary Paragraph: In a few sentences, highlight your achievements, concerns, or suggestions that you mostly want addressed. This should be the main point of your committee report.

I provided suggestions for membership committee, and helped recruiting new members by inviting my colleagues in person and via email at my institution. I’m also a CALA liaison to ALA New Members Round Table Committee, and deliver useful ALA NMRT information (new position announcements, awards or scholarship opportunity etc.) to CALA members.