Charge of Committee

The Member Engagement and Outreach Committee (MEOC) is a standing committee that develops and oversees ARL’s role in connecting and engaging with members in the work and future of the organization. MEOC articulates the various ways in which member representatives can benefit from and participate in ARL. It serves as a proxy for members as it engages with and supports other structural units of the organization. Its purview extends to issues that affect the membership writ large as it promotes ARL’s mission, vision, values, and important news around membership, volunteering, events, and more.

Breadth and Focus of the Committee

- Create opportunities to orient new directors to the culture of the Association and how it is evolving.
- Identify opportunities to engage newer directors in the ownership of the new strategic framework and bring their expectations, perspectives, and hopes to the table.
- Support the development of programs at meetings of the Association that encourage multiple viewpoints and active participation.
- Push information out to the membership and reach out in person to members.
- Engage ARL library staff with deep expertise in areas that support member engagement in such areas as human resources, organization development, diversity, communication, and marketing.
- Work with the Diversity and Inclusion Committee and other committees on member engagement activities.
- Facilitate and advise the SoA initiatives on engagement and outreach in design work and projects.

The Member Engagement and Outreach Committee is a new committee that is incorporating activities into its portfolio based on member feedback collected during the Strategic Thinking and Design process and recommendations from the Strategic Thinking and Design Transition Team. The following programs and activities address these areas of focus.

1. **Inclusiveness of Members**

ARL programs, projects and activities should attend to the needs and interests of the membership. Members should feel there are opportunities to provide their point of view in a safe environment.

   A. **Association Meetings**

   The Committee recommends that the name of the bi-annual meetings of the membership be changed to the Association of Research Libraries Fall Meeting and Association of Research Libraries Spring Meeting. This change speaks to a new way of describing these meetings as well as a new way of creating the programmatic sessions.
The Committee supports the creation of active and informative gatherings utilizing a range of formats such as the flipped classroom, the unconference, forums for exchange of information, “birds of a feather,” information sessions sponsored by the Enabling Capacity Committees, idea incubation sessions, project updates, and informal discussion opportunities.

The Committee will (a) assist in the development of Association meetings by identifying themes and topics and speakers; (b) integrate informal and formal activities into the programming such as an ARL Film Festival, breakfast discussion groups on a variety of topics, or lightning talks on library or campus activities; and (c) identify ways to engage invited guests in programs or discussions with the membership.

B. Orientation of New Directors
The Committee is charged to consider ways it can support the engagement of new directors. In partnership with the ARL Academy, a proposal will be developed that reshapes the orientation program into a lightly structured 12-month development program. Given the rolling nature of appointments and the current rate of turnover, consideration will be given to frequency of activities and the development of new director cohorts.

During the Association meetings, the Committee will engage in a number of activities to welcome new directors: introduce new directors during the opening session of the meeting, provide introductions to other members during the course of the meeting, and join new directors during breakfast or lunch.

2. Impact and Value of ARL

A key strategy for the ongoing implementation of the Strategic Thinking and Design Framework is to engage the membership in discussions about the value of ARL. The Committee will address this using multiple strategies in two key areas:

A. Reports to the Membership
The Committee will report annually to the membership on the impact and value of ARL’s strategic priorities, programs, and activities. In consultation with the ARL Communications Team, create a section on the ARL website about the value of ARL.

B. ARL Values Statement
The Committee will engage in discussions with the Design Teams and other Enabling Capacity Committees to understand the touchstones that support their work. From these discussions, will develop a draft values statement for discussion with the membership.
C. Outreach to Members
Some member representatives do not regularly attend the Association meetings. The Committee will identify strategies for reaching out to these members to ascertain what would encourage them to attend the meetings.

3. Communication and Marketing
The Committee will work with the ARL Communications Team to review communications practices to provide guidance and feedback on how information is created and shared with the membership and community at large. In the first year a number of activities will include:

- Review of the process and practices for the directors’ listserv.
- Develop a process for capturing the queries and responses posted for future reference.
- Consider ways to harvest the social media activities of member libraries.
- Engage with the Communications Team in its work with Big Duck, communications firm, on the review and enhancement of ARL’s communication strategies.

Member Engagement and Outreach Committee
Anne Kenney, Chair (Cornell)
Sara Lowman, Vice Chair (Rice)
Martha Bedard (Connecticut)
Toby Graham (Georgia)
Joe Lucia (Temple)
Steven Mandeville-Gamble (UC Riverside)
Sarah Prichard (Northwestern)
Martha Whitehead (Queen’s)

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