



# Membership Engagement

AN OALT/ABO SEMINAR PRESENTED BY DURHAM COLLEGE STUDENTS

# Who are we?

- ▶ Stacey
  - ▶ School, hobbies, placements, our LIT passion
- ▶ Kat
- ▶ Dawn

# Why are we talking about this?

- ▶ What does it mean to you and what do you know about it?
- ▶ It's important - All
  - ▶ Not enough people know about the OALT/ABO
    - ▶ Who we are, what we do
    - ▶ 42 years old
    - ▶ (OALT/ABO) is non-profit organization of Library and Information Technician graduates, students, associate and group members
- ▶ Memberships - Kat
  - ▶ Full: \$40
  - ▶ Retired/Unemployed/Student: \$12
  - ▶ Chapters are \$20/each
- ▶ Survey - Dawn

# Strengths and Weaknesses – Internal

- ▶ Community of LIT's
- ▶ Been around for a while
- ▶ Four chapters
- ▶ Not enough communication/collaboration between members
- ▶ Budget
- ▶ Not enough volunteers
- ▶ Not enough online presence

# Opportunities and Threats – External

- ▶ Networking with schools
- ▶ Greater communication between members and prospective members
- ▶ Funding
- ▶ Dissolution due to lack of interest

# Social Media

- ▶ Tumblarians = Tumblr + Libraries
- ▶ Twitter
  - ▶ OALTChat -> rotating facilitator
- ▶ Pinterest
  - ▶ Collaboration
  - ▶ Community boards
- ▶ Facebook
  - ▶ Stay up to date with us

# Networking

- ▶ Networking
  - ▶ Communication
    - ▶ Skype, Google Hangouts
  - ▶ Conferences & Meetings
    - ▶ Web conference
  - ▶ Chapters
    - ▶ Student
    - ▶ Western Ontario
    - ▶ Northern Ontario

# Benefits

- ▶ Greater sense of community
- ▶ Feel a part of something
- ▶ Networking at the Conference
- ▶ Job notices on OALT listserv
- ▶ Proud ownership of LIT title
- ▶ Stuff for resume
- ▶ Good experience
- ▶ Leadership
- ▶ Taking risks
- ▶ Getting out of comfort zone



# Marketing the Association

- ▶ Unions
- ▶ Reaching out to schools
  - ▶ Durham
  - ▶ Algonquin
  - ▶ Mohawk
  - ▶ Confederation
- ▶ Contests
  - ▶ Presentations
  - ▶ Programs