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Association of College and Research Libraries (ACRL)

Executive Secretary

Membership Program, 1978-2018

Box 1:

Year 1978-79

Membership Promotion, 1978

Membership Promotion - Professional Campaign, 1978-79

Year 1979-80

Membership Promotion (2 folders), 1979-80

Year 1980-81

Membership Promotion, 1980-81

Summary of Membership Promotion Activities, June 20, 1980

Year 1986-87

Membership Promotion, 1986-87

Year 1987-88

Membership Promotion, 1987-88

Year 1988-89

Membership Promotion, 1988-89

Promotional Brochures, 1988-95

Year 1989-90

Member Survey, 1989

Membership Promotion, 1989-90

Year 1990-91

General, 1990-91

Membership Promotion, 1990-91

Membership Statistics, 1990-91

Year 1991-92

Membership Promotion, 1991-92

Membership Statistics, 1991-92

Survey of Former Members, 1991

Year 1992-93

Dropped Member Survey, 1992-93

Membership Committee, 1992-93

Membership Promotion, 1992-93

Membership Promotion and Recruitment Plan, 1992-93

Request for Proposal for Membership Survey, 1992-93

Year 1993-94

Member Survey, 1993

Membership Promotion, 1993-94

Membership Recruitment and Retention Plan, 1993-94

Year 1995-96

Membership Promotion, 1995-96

Membership Promotion and Retention Plan, 1995-96

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Year 1996-97

- General, 1996-97
- Membership Promotion, 1996-97
- Membership Survey, 1996-97

Year 1997-98

- General, 1997-98
- Leadership Council, 1997-98
- Member Needs Assessment Survey, 1997
- Member Survey, 1997
- Membership Promotion, 1997-98

Year 1998-99

- Membership Promotion, 1998-99
- New Leader Orientation

Year 1999-2000

- Membership Promotion, 1999-2000
- Statistics, (2 folders), 1999-2000

Year 2000-01

- Conference Booth, 2000-01
- Membership Promotion, 2000-01
- New Leader Orientation - Committees, 2000
- New Leader Orientation - Sections, 2000

Year 2001-02

- Conference Booth, 2001-02
- Membership Promotion, 2001-02
- Statistics, (1 of 2 folders), 2001-02

Box 2:

Year 2001-02

- Statistics, (2 of 2 folders), 2001-02

Year 2002-03

- Membership Promotion, 2002-03

Year 2004-05

- Membership Brochure Development, 2004-05
- Membership Promotion, 2004-05

Year 2005-06

- Membership Promotion, 2005-06
- Membership Promotion & Retention, 2005-06

Year 2006-07

- Conference Booth, 2006-07
- Membership Brochure Development, 2006-07
- Membership Promotion, 2006-07
- Membership Promotion & Retention, 2006-07
- Orientations - ACRL 101, 2006-07

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Orientations - National Conference, 2006-07  
Year 2007-08  
Conference Booth, 2007-08  
Membership Promotion, 2007-08  
Membership Promotion & Retention, 2007-08  
Orientations - ACRL 101, 2007-08  
Orientations - New Leaders, 2007-08  
Year 2008-09  
Conference Booth, 2008-09  
Membership Promotion, 2008-09  
Membership Promotion and Retention, 2008-09  
Orientations - ACRL 101, 2008-09  
Year 2009-10  
Membership Promotion, 2009-10  
Year 2010-11  
Membership Promotion, 2010-11  
Year 2011-12  
Membership Promotion, 2011-12  
Year 2012-13  
Membership Promotion, 2012-13  
Year 2013-14  
Membership Promotion, 2013-14  
Year 2014-15  
Membership Promotion, 2014-15  
Year 2015-16  
Membership Promotion, 2015-16  
Year 2016-17  
Membership Promotion, 2016-17  
Year 2017-18  
Membership Promotion, 2017-18

Box 3:

Membership Promotion, 2018-19  
Membership Statistics  
(1 folder), 1976-84  
(1 folder), 1985  
(1 folder), 1986  
(1 folder), 1987  
(1 folder), 1989-90  
(1 folder), 1991  
Membership Statistics and Reports  
(1 folder), 1992  
Membership Reports

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(1 folder), 1993  
(1 folder), 1994  
(1 folder), 1995  
(1 folder), 1996  
(1 folder), 1997  
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(1 folder), 2011  
(1 folder), 2012  
(1 folder), 2013  
(1 folder), 2014-15  
(1 folder), 2015-16  
(1 folder), 2017  
(1 folder), 2017-18

Member Survey

November, 1989  
Survey of Former Members, March, 1991  
November, 1993  
Crosstabs, c. 1993  
Comparison between 1989 and 1993 Results, c. 1993  
December, 1997  
Crosstabs  
    Volume 1, December, 1997  
    Volume 2, December, 1997

Box 4:

Member Survey, December, 2000  
Cross-Tabs, December, 2000  
Verbatim Comments, Undated  
Focus Group Results, by Tecker Consultants, LLC, April, 2003  
Membership Survey Findings, Final Report, by McKinley Marketing, Inc., June 13, 2006  
Membership Retention Postcard Survey Report, Commonalities and Differences in Findings  
Across Focus Groups, and Focus Group Notes, 1997, 2000

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Focus Groups

(1 folder), 2004-05

(1 folder), 2006-07

(1 folder), 2008-09

(1 folder), 2010-11

(1 folder), 2012-13

2009 Membership Survey: Responses Cross-Tabulated by

Age, June 22, 2009

Organization Type, June 22, 2009

State (States with the Top 5 Number of Responses), June 22, 2009

Years of Membership, June 22, 2009

McKinley Marketing, Inc.

Membership Survey, 2009

Membership Engagement, 2016-17

Avenue M Group Membership Surveys, 2012, 2014-15

*Box 4 is 0.20 Empty*