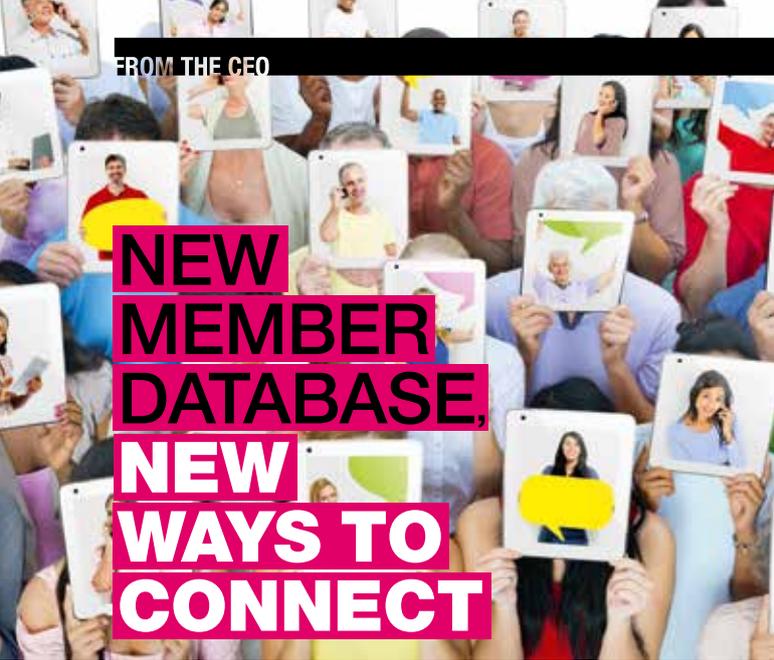


NEW MEMBER DATABASE, NEW WAYS TO CONNECT



Hopefully, by the time you read this you will have access to your new personal membership dashboard through the ALIA website. We have spent the last 18 months scoping, sourcing and implementing our new Member database, which is designed to make your user experience easier, more engaging and much more tailored to your special interests. You will be able to add a photo and a short biography if you wish, to help Members connect with colleagues about shared areas of professional interest.

As with all things technical, we have our fingers firmly crossed that everything works when we flick the switch.

A Member database might not sound that exciting, but it will open up many new possibilities.

For example, it will make it easier for ALIA Groups to get together in person and online. You will be able to see clearly which Groups you belong to, so you can manage your memberships as your interests change.

EASIER, FASTER, MORE EFFECTIVE AND AT A LOWER COST – THESE ARE OUR GOALS FROM THE NEW DATABASE.

There will be an online forum facility that Groups can use to build communities, and we will gradually move our Group events to a new booking system, which will mean we won't have to pass on registration fees from third party providers as part of the ticket price.

Easier, faster, more effective and at a lower cost – these are our goals from the new database, and it's not just Groups who will benefit. The process of joining and renewing your membership will be less 'clunky' and you will be able to log in automatically, so you won't have to remember your membership number and PIN each time. At the same time, your personal information will be even more secure.

As there will be efficiencies at the ALIA House end of things, we will no longer need to charge an additional fee to process proof of qualification documents from Student and General Members upgrading to Associate or Library Technician status.

In the longer term, we will be able to tailor communications even more closely to your area of special interest, so you can opt to receive everything, or choose from the wide range of enewsletters, conference and ALIA Training – promotions, social media and other ALIA media alerts.

The success of the transition to the new database will depend on the quality of the data that's entered, so we would really appreciate your help making sure your information is completely up to date, whether you are a Personal Member or the representative for one of our Institutional Members.

Please go online in April and update your profile – and let us know what you think of the new interface. We welcome your feedback and any ideas for making your experience as an ALIA Member even better.



SUE MCKERRACHER
ALIA CEO



Pixie Stardust, Master of Library and Information Management Graduate

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