RAILS Member Engagement Report
February 2020

Introduction
As a multitype library system, RAILS has a commitment to building relationships with all types of libraries (academic, public, school, and special). It is the responsibility of the Member Engagement Manager to plan, develop, and implement outreach programs and special events to enhance member engagement and increase participation in system programs and activities.

Activities
In the past two years, RAILS has developed a series of six-month plans in order to determine needs and priorities for member engagement activities. Each six month plan includes a monthly list of preferred locations for site visits (organized by type and region).

In-person site visits
RAILS regularly visits member libraries to review programs and services and to answer questions about the system. Priority is typically given to libraries that have not been visited in the past three years. Members can request in-person site visits. Below are the statistics from the past two years of in-person site visits:

Type	2018	2019
Academic	7	5
Public	64	25
School	9	20
Special	3	7
Total	*83*	*57*

Online member visits
Online meeting software like Zoom makes it easier to connect with busy libraries. When libraries cannot meet face-to-face, RAILS will often suggest doing an online site visit. These are quick ways to meet while covering the same topics as an in-person site visit. Online visits can also be requested.

In addition to general online site visits, RAILS has created two additional categories of online meetings, tailored versions for new directors (New Director Welcome calls) and schools (School Library Tune-Ups). Below are the statistics for the past two years:

Meeting type	2018	2019
Online site visits	5	5
New director welcome calls	13	18
School library tune-ups	18	11
Total	*36*	*34*

Member meetups

Member meetups are in-person networking events that are held around the RAILS service area. These events are a chance for members to swap ideas and discuss the issues facing their libraries. RAILS held fewer of these in 2019, mostly due to the creation of new online networking opportunities. Below are the member meetup stats from the past two years:

Year	Meetups	Attendance	Attendance/Meetup
2018	10	105	10.5
2019	5	73	14.6

Online roundtables

Online roundtables are online networking events held around a specific topic or theme. Online roundtables emphasis peer-to-peer learning and the sharing of best practices in libraries. These forums are held via Zoom online meeting software. These began in April 2019. Below are the statistics from 2019:

Topic	Date	Registered	Attended
Programming & Collections for Those with Dementia/Alzheimer's	Apr-19	80	35
20's and 30's Programming	May-19	45	18
Census 2020 Services & Resources	Jul-19	67	44
Census 2020 Programming	Aug-19	43	32
Social Media Marketing	Nov-19	31	15
	Average	*53.2*	*28.80*
	Total	*266*	*144*