

IAALD embarks on membership drive

IAALD is initiating a major membership drive to revitalize the Association as we approach 2005, the 50th anniversary of its establishment. We want to reach everyone working in the agricultural information and development communication fields who would benefit from being part of a world-wide professional association which supports global agriculture by providing opportunities for information exchange, sharing ideas and views, for working together, and for publishing in a peer-reviewed professional journal.

- A membership committee has been formed, comprising:
Qiaoqiao Zhang (Chair - Overseeing the strategies and activities of the Committee, CABI and China) q.zhang@cabi.org
Margot Bellamy (Membership Administration, and UK) margot.bellamy@fritillary.demon.co.uk
John Beecher (Public Relations)
Nick Maliha (Website and Middle East/North Africa)
Patrick Brennen (North America)
Elizabeth Goldberg (CG Centres & South America)
Michal Demes (FAO (HQ and regional centres) and Central and Eastern Europe)
Peter Ballantyne (West Europe, and development agencies)
Thiendou Niang (West Africa)
Jane Frances Asaba (CABI's Africa Regional Centre) (East Africa)
Peter Walton (Australasia)
Mila M. Ramos (SE Asia)
Pan Shuchun (China and AFITA)
Margaret Sraqu-Lartey (Forestry Sector - developing countries)
Roger Mills (Forestry Sector-developed countries)
Jean-Francois Giovannetti (GFAR Network, APARRI)
Andrew Kaniki (Southern Africa)

Objectives of the Membership Drive

- To revitalize the Association through growth in size, finance and activities; and
- To form partnerships with national, regional and international organizations and associations; and
- To develop strategies for the promotion and growth of IAALD.

Strategies

- Members of the Membership Committee are responsible for promotion and recruitment in different regions, sectors and types of organizations;
- The membership campaign will be carried out through
 - Membership survey
 - Wider dissemination of the new IAALD brochure
 - Full use of the new IAALD web-site/ Listserv
 - Presence at conferences and workshops
 - Partnerships with other associations
 - Regional approach
 - Differential rates for individual members from developing and developed countries
 - Sponsorship or twinning arrangements for developing country members
 - Increased activities by members and increased benefits of membership - i.e. value-added services
 - Better Public Relations, and keeping members informed of and more involved in IAALD's activities.

Activities and Work Program

The following activities are planned for the short term:

- Launch of the Membership drive at a suitable event
- Analysis of members' geographical and professional spread
- Completing a Membership Survey
- Identifying and compiling lists of potential members
- Carrying out a promotional campaign by distributing the new brochures to potential members via mail, e-mail and Listservs, and encouraging all members to help with recruitment
- Attendance at AFITA/WCCA (August 2004) and other conferences (to be identified)
- FAO - COAIM Meeting - IAALD will host a side meeting at the FAO COAIM Meeting in Rome June 2004. Subject to be decided.
- EADI - To explore with European Association of Development and Research Training Institutes the possibility of organizing a joint session with IAALD at COAIM on whatever the subject of mutual interest might be.
- IAALD/USAID Conference in Lexington May 2005 - add subjects with broad appeal for both US members as well as the international community, for example: Rural access to information including telecentres, rural radio, etc.; Web Ontologies; web-based Document Management Systems; development communication.

If you are already a member of IAALD, and think you can help with the membership drive in any way, please contact one of the committee in your region.

If you are interested in joining IAALD, click on the membership information on the IAALD web site, www.iaald.org.

Pam Andre, President
Qiaoqiao Zhang, Vice President
Margot Bellamy, Secretary/Treasurer

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