Membership Report
Though roughly half of members are satisfied, few are extremely satisfied with their ALA membership.
ALA Membership Satisfaction

• The proportion of ALA members who are extremely satisfied with membership is lower than the average of 25% observed in Avenue M’s database*.

• Satisfaction is higher among members who have been in the profession longer (21+ years), and it is lower for those newer to the field.

*Avenue M’s database includes professional membership associations from a range of industries.
Net Promoter Score

Number of Results per Total Score

NPS (Net Promoter Score)

% Promoters - % Detractors = +13

ALA American Library Association

AVENUE M GROUP
Though the value of membership is equal to the cost for about half of members, more than one-third of members are concerned with ALA’s value proposition.
Overarching Recommendation: Enhance and Clarify the Value of Membership
Immediate Action Items

- Highlighting member discounts on e-store
- Personalizing the member experience on ALA Connect
- Elevating the new member onboarding experience
- Revamping member value messaging

Initiatives across ALA to look at pricing and member discounts
Avenue M Research
Membership Models

Why Consider a New Model?
• Personalization
• Flexibility
• Simplicity
Attractive Models

- Create Options for Members to Upgrade to an Enhanced Package
- Allow Members to Choose Their Level of Engagement Annually
- Simplify “Dues Options” – Currently 11 Packages
Current and Enhanced

- Regular
- Student
- Support Staff/Retired/Non-Salaried
- International
- Associate/Trustee/Friend
Two Tier

Informed*
(Basic Package)

All Access*
(Enhanced Package)

*Discounted Price for Informed and All Access is Recommended
### How to Increase the Value of Membership?

<table>
<thead>
<tr>
<th>Rank</th>
<th>Proposal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Free registration to a CE course/webinar with membership</td>
<td>52%</td>
</tr>
<tr>
<td>2</td>
<td>More virtual conferences</td>
<td>24%</td>
</tr>
<tr>
<td>3</td>
<td>Improve accessibility of resources on website</td>
<td>20%</td>
</tr>
<tr>
<td>4</td>
<td>More opportunities to increase skillsets</td>
<td>20%</td>
</tr>
<tr>
<td>5</td>
<td>Increase state/local advocacy</td>
<td>19%</td>
</tr>
</tbody>
</table>

### How to Increase the Value of Division Membership?

<table>
<thead>
<tr>
<th>Rank</th>
<th>Proposal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Free registration to a CE course/webinar with membership</td>
<td>44%</td>
</tr>
<tr>
<td>2</td>
<td>More virtual conferences</td>
<td>22%</td>
</tr>
<tr>
<td>3</td>
<td>Make it easier to find resources online</td>
<td>17%</td>
</tr>
<tr>
<td>4</td>
<td>More opportunities to increase skillsets</td>
<td>16%</td>
</tr>
<tr>
<td>5</td>
<td>Increase state/local advocacy</td>
<td>16%</td>
</tr>
</tbody>
</table>
• What Models Resonate With You?
• What Do You Believe Is the Value of ALA Membership?
Still Exploring….

1. Financial Impact
2. Technological Impact
3. Benefits and Prices of Bundles
4. Confirmation that We Are Enhancing and Clarifying the Value of Membership
Next Steps

1. Membership Committee will meet this Fall to review models
2. Avenue M will market test one or two models with 30 qualitative interviews (7 week process)
3. Outcomes will be either:
   • Thumbs Up: No change needed
   • Neutral: Modifications needed but on the right track
   • Thumbs Down: Doubtful about success
4. Build a plan for success