TO:      ALA Executive Board

RE:      ALA Membership Report

ACTION REQUESTED/INFORMATION/REPORT:
        Information report

ACTION REQUESTED BY:
        Melissa Walling, CAE, IOM, Director, Member Relations & Services

CONTACT PERSON:
        Melissa Walling, mwalling@ala.org, ext. 2159

DRAFT OF MOTION:
        N/A

DATE:    January 6, 2020

BACKGROUND:
        Report on membership dues and budget performance during the first quarter of FY20.

ATTACHMENTS:
        Report on membership dues and budget performance.
FY20 Membership Key Activities and Focus Areas
The key drivers of dues revenue are membership retention, recruitment and engagement. In the area of membership retention, we conducted a pilot with an outside firm to conduct personal phone calls to unpaid members prior to their membership lapsing. We contacted nearly 1,500 members who were in their final month of membership and 13.6% of them ended up renewing. We are going to do a second pilot in February before we determine whether this pilot will continue. We are also piloting sending renewal emails to our joint student members via Informz instead of Outlook which gives us behavioral analytics currently not available to us. Lastly, we are continuing our work with IT to expand installment and auto-renewal options.

With membership engagement, a new navigation menu launched on the ALA Connect website in November 2019. This new menu serves personalized features such as “join” information for non-members on the site which has started us moving in the direction of a personalized ALA Connect. Plans are also underway for a virtual membership orientation this spring to familiarize members with their benefits and how to access them. For membership recruitment, the APA Salary Survey as a member benefit gives us a new opportunity to contact lapsed members and prospective members to encourage them to join. As mentioned in the October board meeting, we will work closely with the Public Policy & Advocacy Office as well as other units across ALA to encourage member prospects to join the organization. Once we have marketing automation in place in 2020, we can use drip marketing campaigns to contact these prospects.

Membership Messaging
In September, a cross-functional staff group participated in a brainstorming session on membership value messaging led by Stephanie Hylwak, Director, Communications and Marketing Office. The result of this brainstorming session, combined with the results of the Avenue M study, we have a new elevator pitch and membership value proposition. These will be presented to the Member Promotions Task Force for feedback at Midwinter.

Membership Model Update
After the October board meeting, I led a discussion with the Membership Committee and the Division Executive Directors on the two new models that are under consideration (Current and Enhanced, and Two Tier). The general consensus is that we are on the right track, and there remain outstanding questions about the financial analysis and the benefit structure with this simplified model. The Membership Committee is discussing the member benefits during this committee meeting at Midwinter which will inform the financial analysis. It remains imperative that we collapse the number of ALA membership categories to align with our organizational goals and to start to minimize the complexity of IT integrations.
Individual Memberships:
We are closing the first quarter with 51,998 personal (individual) members and 57,331 total members. While this is a 1.71% decline in individual members from this time last year, a more accurate comparison is to November 2017 because of the Division conference cycle. This comparison reflects a slight decrease in individual members of 95 which means we are relatively flat. Our largest area of growth remains student members which now represent 17% of individual members.

Organizational and Corporate Memberships:
In comparison to FY18, we have a 5.7% increase in organizational members and an 11% decrease in corporate members (19 members). The largest area of increase in organizational members is in our UNITED members with slight increases and decreases across the other library types. Our corporate membership decrease is primarily with our general corporate contributor membership.

Division Memberships:
At the end of the first quarter, we have 51,291 division members* which is a steady increase in division membership since the fiscal year began. We had a 0.5% increase in division membership this month, and we had five divisions with growth this month. The top three divisions with growth were PLA with 4.3%, UNITED with 2.6% and LLAMA with 0.6%.

<table>
<thead>
<tr>
<th>Month</th>
<th>ALA</th>
<th>AASL</th>
<th>ACRL</th>
<th>ALCTS</th>
<th>ALSC</th>
<th>ASGCLA</th>
<th>LITA</th>
<th>LLAMA</th>
<th>PLA</th>
<th>RUSA</th>
<th>UNITED</th>
<th>YALSA</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 2019</td>
<td>56,444</td>
<td>7,390</td>
<td>10,158</td>
<td>3,064</td>
<td>3,962</td>
<td>897</td>
<td>2,109</td>
<td>3,577</td>
<td>8,261</td>
<td>2,778</td>
<td>4,244</td>
<td>4,307</td>
<td>50,747</td>
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<tr>
<td>Oct. 2019</td>
<td>57,038</td>
<td>7,454</td>
<td>10,147</td>
<td>3,050</td>
<td>3,962</td>
<td>875</td>
<td>2,093</td>
<td>3,564</td>
<td>8,726</td>
<td>2,753</td>
<td>4,067</td>
<td>4,310</td>
<td>51,001</td>
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<tr>
<td>Nov. 2019</td>
<td>57,331</td>
<td>7,338</td>
<td>10,111</td>
<td>3,051</td>
<td>3,938</td>
<td>875</td>
<td>2,100</td>
<td>3,584</td>
<td>9,098</td>
<td>2,750</td>
<td>4,171</td>
<td>4,275</td>
<td>51,291</td>
</tr>
<tr>
<td>1 Month Trend</td>
<td>0.5%</td>
<td>-1.6%</td>
<td>-0.4%</td>
<td>0.0%</td>
<td>-0.6%</td>
<td>0.0%</td>
<td>0.3%</td>
<td>0.6%</td>
<td>4.3%</td>
<td>-0.1%</td>
<td>2.6%</td>
<td>-0.8%</td>
<td>0.6%</td>
</tr>
</tbody>
</table>
Round Table Memberships:
Round Tables have also experienced growth since the beginning of the year, and we now have 18,166 round table members*. We had a 1% increase in round table membership this month with 11 of the round tables increasing in membership. The largest growth areas were EMIRET which grew by 5.2%, GNCRT by 4.9% and FMRT by 3.2%.

*these numbers reflect memberships, not members. This means that those who hold multiple memberships are counted in each division or round table.