Accomplishments

- Reviewed changes to a T-Mobile discount affinity program and decided not to offer this as an affinity program for members.
- Discussed changes to the Books-A-Million affinity program and agreed to review a proposal if it is submitted by the company.
- Voted to recommend a one-year extension of the United for Libraries pilot program to offer group services to Friends groups and Boards of Trustees.
- Voted to offer a special limited time promotion targeted to small and very small libraries with lapsed ALA memberships.

Planned activities

- Continue to monitor membership statistics and reports on retention and recruitment
- Continue to identify ways to improve the member experience
- Continue to evaluate possible affinity programs for members

Issues that affect the committee’s work and their implications for the future

- None identified at this time.

Interactions with other units within ALA

- Through the Membership Promotion Task Force, division and round table representatives meet with the Membership Committee to share information and best practices on recruitment and retention.

Relationship of the committee’s work to the ALA strategic plan

- The ALA Membership Committee supports the goal area of member engagement and organizational excellence.

Current level of committee members’ involvement

- Members have actively participated in face-to-face meetings and on the committee’s ALA Connect space.

Committee self-check on its value and viability

- The committee continues to fulfill its charge: to establish general policies, programs, and procedures to secure new members; to be responsible for the implementation of these programs; to coordinate membership promotion activities of all units and chapters of the association; to make recommendations concerning membership dues; and to serve the association as a sounding board on membership.