

ALA Membership Overview Presented at November 13, 2007 All Staff Meeting

FY 2007 Organizational Goal #3 was that the overall Membership count exceeded FY 2006 by 3%. We did not make this goal.

Statistics from FY 2007

FY 2007 was the first year of the 3-year phased in dues increase in support of the goals of the ALA Ahead to 2010 Strategic Plan

- ALA Personal Membership in FY 07 was 60,983. This held steady from FY 06 at 60,729
- ALA added 3% more NEW members this year, with over 8,800 librarians, library workers, students and trustees joining the association for the first time (8,500 in FY 06)
- ALA increased the REINSTATEMENT rate by 16%. Nearly 6,800 former members rejoined the association in FY 07, almost 1,000 more than in FY 06
- ALA experienced a decrease in RENEWALS of only -2% as the dues increase came into effect. Forecasts were for as high as a -6% decrease in renewals
- ALA divisions experienced a net growth in membership, adding almost 2% overall. More than 66,000 divisional memberships were purchased last year

Our FY 2008 Organizational Goal for Membership is to maintain our membership count at the same level as FY 2007, with a focus on retention. To reach this goal, we need to improve our RENEWAL rate by as little as 3% and maintain our good work in NEW and REINSTATEMENT rates.

Opportunities and Challenges

Retirements – We need to focus on renewing a sizeable number of our ‘about to retire’ Regular members as Retired members rather than letting them drop.

Library Support Staff – New and expanded programming, publishing and dues categories will improve our ability to attract and retain support staff members.

Students – Two MLS/MLIS programs are purchasing memberships for their entire incoming classes. Expanding this project and finding other innovative ideas (also with NCATE and LTA programs) will acculturate a new generation of librarians and library workers to membership.

Friends – Our focus in FY 2008 will be to set the groundwork for renewing Friends Groups ‘in place’, making changes to the dues rates and definitions over time.

Conference Experience – Our Membership Pavilion, 101 programs and the Ambassadors project helped to make attendees in D.C. comfortable at conference and familiar with our services. Expanding those projects and finding greater participation across all units in Anaheim will help solidify the affinity that members have for the association.

MEMBERSHIP FAST STATS

ALA Membership as of August 2007

| | |
|---------------------------|------------|
| Personal Membership | 60,693 |
| Organizational Membership | 3,480 |
| Corporate Membership | <u>266</u> |
| Total Membership | 64,729 |

Divisional Membership as of August 2007

| Unit | 2007 | % Change |
|--------------------------|--------|----------|
| ALA | 64,729 | 0.06% |
| AASL | 9,453 | -2.30% |
| ACRL | 13,411 | 3.35% |
| ALCTS | 5,151 | 5.49% |
| ALSC | 4,213 | 3.97% |
| ALTA | 1,214 | 1.51% |
| ASCLA | 1,009 | 6.77% |
| LAMA | 5,426 | 6.23% |
| LITA | 4,338 | 5.65% |
| PLA | 10,935 | -5.31% |
| RUSA | 5,486 | 3.84% |
| YALSA | 5,622 | 6.88% |
| TOTAL Divisional Members | 66,258 | 1.88% |

Membership by Type when >1,000

| | |
|---------------|--------|
| Regular | 36,929 |
| Students | 9,252 |
| Non-salaried | 2,980 |
| Continuing | 2,717 |
| Retired | 1,924 |
| Trustee | 1,683 |
| Support Staff | 1,327 |
| International | 1,006 |