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# ALA Memorandum

ALA Membership Committee  
Marcia L. Boosinger, Chair

To: Patricia Wong, Chair, BARC  
From: Marcia Boosinger, Chair, ALA Membership Committee  
Date: October 2005  
Subject: **ALA Ahead to 2010 and Dues**

A joint task force of BARC and Membership Committee members met on October 21, 2005, and has the following recommendation for BARC:

**We recommend the approval of a 30% dues increase for ALA personal members to be phased in over a three-year period, 2007-2009.**

Background: The Task Force examined the following documents that are attached: (1) Questions and Answers Regarding the Proposed ALA Dues Increase; (2) Dues in Other Associations; and (3) Dues Adjustment 30%.

We feel that the Q and A is a sound beginning for justifying a dues increase and understand that the financial plan for Ahead to 2010 suggests additional funding from dues of approximately \$1,000,000 over the next three years. We also examined dues in other similar associations. A dues adjustment of 30% phased in over 3-years would net approximately \$1,000,000.

We would be delighted to work with BARC and the Executive Board in the communications and marketing for ALA Ahead to 2010 and for the additional resources needed to implement this exciting plan.

Task Force Members: Patricia Wong, BARC; Marilyn Hinshaw, BARC; James Rettig, BARC and Exec. Bd. Liaison to Membership Committee; Mark Dehmlow, Membership Committee; Bill Jenkins, Membership Committee; Mary McInroy, Membership Committee; Linda Williams, immediate past-chair, Membership Committee; Marcia Boosinger, Chair.



As of Oct. 2005

## **DUES IN OTHER ASSOCIATIONS**

### **ALA Affiliates**

American Association of Law Libraries – \$198; Student and Retired -- \$45

American Society for Information Science and Technology – \$140; Student -- \$40

Art Libraries Society of North America – \$85; Retired and Student -- \$45

American Theological Library Association – salary based (19 categories, from under \$10K to \$100,000, dues \$15 to \$150)

Association for Library and Information Science Education – \$125; part-time faculty--\$75; Students -- \$60

Medical Library Association – \$165; salary less than \$30,000 -- \$100; Students -- \$40

Music Library Association – \$90; Student -- \$35; Retired -- \$60

REFORMA – salary based (3 categories, from under \$29K to over \$60K; dues \$25 to \$40)

### **OTHER NATIONAL ASSOCIATIONS**

American Historical Association – Salary based (6 categories, from under \$20K to over \$70K, dues \$41 to \$173)

American Nurses Association – Rate based on state (Illinois range, \$484 to \$536)

American Psychological Association – Based on number of years of membership from 1 to 5+, dues \$63 to \$253)

National Association of Social Workers – \$178, Student--\$45

Special Libraries Association – \$125; Student -- \$35

Association for Educational Communications & Technology – \$95; Student \$50

International Society for Technology in Education – \$79-\$195; Student - \$54; Retired - \$54

Dues Adjustment, 30% over 3 years							
	Current		2007		2008		2009
First Year	\$ 50	\$	55	\$	60	\$	65
Second Year	\$ 75	\$	83	\$	90	\$	98
Third Year	\$ 100	\$	110	\$	120	\$	130
Student	\$ 25	\$	28	\$	30	\$	33
Trustee	\$ 45	\$	50	\$	54	\$	59
Associate	\$ 45	\$	50	\$	54	\$	59
Lib. Support Staff	\$ 35	\$	39	\$	42	\$	46
Earning less than 20K	\$ 35	\$	39	\$	42	\$	46
International	\$ 60	\$	66	\$	72	\$	78

Assumption: 5% loss in membership year one; no growth years 2, 3

Additional dues revenues: 2007 -- \$184,912; 2008 -- \$362,696; 2009 -- \$380,260

Total Additional dues revenues, 2007-2009: \$927,868

## Questions and answers regarding the proposed ALA dues increase

### 1. Why do we need a dues increase?

During the last two years, over 20,000 members have been involved in the development of the new *ALA Ahead to 2010* strategic plan. Through focus groups, telephone interviews, open forums and an online questionnaire, members made it clear what they want and need from ALA.

Members say that they want the association to continue – and strengthen - its efforts in critical areas such as protecting the first amendment rights and privacy of library users, providing equitable public access to information, promoting literacy, promoting legislation and policies beneficial to libraries, developing standards for the improvement of library services in libraries of all types, promoting diversity in the profession and increasing public awareness of the value of libraries and librarians.

In addition to these ongoing programs, they want the association to become more active in a number of additional areas. These include:

- Increasing support for local advocacy efforts to improve local funding for libraries of all types
- Conducting and publicizing more research documenting the educational, economic, social and democratic impact and value of libraries
- Recognizing the contribution of library support staff and creating more programs to meet their educational and training needs
- Expanding programs to help strengthen the state chapters and affiliates and assist them in achieving their state legislative and funding goals
- Increasing efforts to promote international understanding and develop library services and guarantee free access to information worldwide
- Implementing new technologies and new member services

This last year, we saw the closing of the Salinas Library, the wholesale dismantling of school libraries, the closing of a fine, successful library school and the destruction of dozens of libraries in the Gulf Coast. At home and abroad, we have seen new challenges to our goals of freedom of access to information and adequate library service for all. The association has responded to these challenges in new ways, and in the process discovered that we need to do even more. ALA members understand that our work is critical to our society and future, and that we cannot just accept “business as usual”.

## 2. 5. Can we raise the funds we need through other sources?

For each dollar in member dues, the association generates an additional four dollars through conferences, publishing, workshops and grants. For this reason, our plan for implementing the *Ahead to 2010* strategic plan already calls for the association generating two dollars in new funding through sources such as fundraising, grants and new products and services for each dollar contributed through additional member dues. The dues increase is only a part of the overall funding needed to meet the goals of the new strategic plan and the challenges ahead.

## 3. When was the last dues increase?

The last dues increase was approved ten years ago in 1995. This last dues increase supported *ALA Goal 2000*, and resulted in the expansion of the Washington Office and creation of the Office for Information Technology Policy, Office for Diversity and Spectrum scholarship program.

## 4 What is the proposed increase?

The proposal is for a \$30 increase to be phased in over a three year period for ALA regular members. For other personal dues categories, a 10% increase per year is proposed over a three-year period. This is lower than the last dues increase, which was 33%.

## 5. Can't we reallocate existing funds to undertake the new programs?

ALA reallocates resources on an ongoing basis to in order to support new programs, but economic conditions have limited the association's ability to undertake major new initiatives over the last decade. ALA's budget has not increased at all in five years, while during the same period inflation has increased at an annual rate of 3%. This means that the association has lost one sixth of its capacity to not only undertake new initiatives, but also to maintain existing

programs. Projections show that despite an improving economy, this situation will become even more urgent within the next two years. With so many budget reductions already implemented over the last five years, this will necessarily result in real reductions in existing programs of importance to members.

6. Who approves a dues increase?

The ALA membership must approve a dues increase. The process is that: 1) the Budget Analysis and Review Committee (BARC) and Treasurer review the associations revenues and expenditures on a quarterly and annual basis. Based on this review, BARC recommended an increase in association dues in June. 2) The Membership Committee is consulted regarding any change in dues. Based on BARC's recommendation, the ALA Board asked the Membership Committee to examine various options and make recommendations regarding a proposal that will best meet member needs. 3) The Board approves the proposal and submits it to the ALA Council. 4) The ALA Council approve the placing the proposal on the ALA spring ballot.. 5) The membership approves the dues increase as part of the annual ballot.

7. When would the new dues go into effect?

The new dues will be on the 2006 ALA ballot. If approved, the change would go into effect in September 2006, the beginning of FY2007. Again, the new dues would be implemented over a three year period.

8. There has been some discussion of a 'graduated' dues structure based on salary. Has this been considered?

After careful consideration and examination of the experiences of other associations that have considered or attempted to implement a graduated dues structure and found it unworkable, the Membership Committee recommended in June 2005 against attempting to change the current structure. Lower dues rates currently exist for support staff, students, retirees, unemployed librarians and those earning less than \$20,000. As a result, ALA already has what is in effect a graduated dues structure.

9. How do ALA dues compare to that of other associations?

For those professions with salaries comparable to those of librarians, such as teachers and nurses, ALA's dues are among the lowest. (see attachment #A).

10. Can I join now as a Life Member?

Yes, ALA offers a very attractive Life Member program. The dues range from \$1400 to \$2000 depending on the member's current age. For further information see <http://www.ala.org/ala/ourassociation/membership/>.