

ALA Membership and Dues Overview FY17

ALA Dues and Related Data

In the 2013 election, ALA members voted to establish a five-year personal dues adjustment mechanism not to exceed the percentage change in the national average Consumer Price Index (CPI) beginning with FY14 dues and running through FY18. As directed by Council, the ALA Executive Board will annually review the change in the CPI and its impact on ALA dues levels and the overall ALA budget. Key metrics, shown below, are tracked to determine the membership impact, if any, of tying ALA dues to the CPI.

The ALA Membership Committee has begun considering scenarios for dues adjustments for FY19 and for subsequent years.

DUES AMOUNTS (TIED TO CPI)					
TYPE	FY13 BASE YEAR	FY14 (CPI = 2.1%)	FY15 (CPI = 1.5%)	FY16 (CPI = 1.6%)	FY17 (No dues increase. CPI = .4%)
1st year	\$ 65	\$ 66	\$ 67	\$ 68	\$ 68
2nd year	\$ 98	\$100	\$102	\$104	\$104
3rd year+	\$130	\$133	\$135	\$137	\$137
Non salaried	\$ 46	\$ 47	\$ 48	\$ 49	\$ 49
Support Staff	\$ 46	\$ 47	\$ 48	\$ 49	\$ 49
Retired	\$ 46	\$ 47	\$ 48	\$ 49	\$ 49
Student	\$ 33	\$ 34	\$ 35	\$ 36	\$ 36
Trustee	\$ 59	\$ 60	\$ 61	\$ 62	\$ 62
Friends	\$ 59	\$ 60	\$ 61	\$ 62	\$ 62
Associate	\$ 59	\$ 60	\$ 60	\$ 62	\$ 62
International	\$ 78	\$ 80	\$ 81	\$ 82	\$ 82

The small annual dues increases have had no measurable effect on membership over time. ALA overall annual membership retention remains at about 83%. Annual student member retention averages in the mid-to high 70s. Students moving to 1st year regular membership average 75%. Retention from 1st-year regular member to 2nd year regular member is in the high 60s. Per a 2013 study done by Marketing General, 68% of associations have renewal rates of 80% or higher.

FY16 Results / FY17 Budget

ALL MEMBER DUES REVENUE PROJECTIONS	FY16 BUDGET	FY16 ACTUAL	FY17 BUDGET
Personal	4,283,300	4,271,498	4,250,000
Organizational	1,229,040	1,160,402	1,230,000
Corporate	92,000	88,906	91,000
Life Members	60,000	73,204	68,000
Cont. Member Adjustment	(3,000)	(2,565)	(2,700)
TOTAL	\$5,661,340	\$5,591,445	\$5,636,300

ALA Dues Comparisons with Select Organizations

Organization // Year	FY13	FY14	FY15	FY16	FY17
ALA	\$ 130	\$ 133	\$135	\$137	\$137
American Association of Law Libraries	\$ 228	\$ 230	\$234	\$238	\$242
American Society of Information Science and Technology	\$ 140	\$ 140	\$140	\$140	\$140
International Society for Technology in Education	\$ 225	\$ 225	\$229	Premium \$325 OR Basic \$135	Premium \$325 OR Basic \$135
Medical Library Association	\$ 195	\$ 195	\$195	\$195	\$195
Music Library Association	\$ 120	\$ 120	\$120	\$120	\$130
Average dues for identified associations	\$ 173	\$ 174	\$175	\$193 / \$161	\$195 / \$163

Membership Development Plans: Recruitment – Engagement – Retention

ALA's membership development strategy is based on ways to make ALA more welcoming/easier to navigate – leading with division messages supported by ALA's value proposition messages. [Member input via a variety of sources, including anecdotal input, informs us that members see their Divisions as their "home" and ALA is the supporting neighborhood / community in which that home exists.] ALA membership plans are driven by this strategy.

Environmental Scan – Key Items

- Most members of all types of associations discover their association via word-of-mouth recommendations (86%), the association website site (80%), and email (66%). It is noted that an increasing number of larger associations are re-incorporating direct mail into their marketing mix. (2013 *Marketing General* survey)
- Association websites are rated as one of the most effective recruitment vehicles by individual, trade, and combination associations. Websites as recruitment vehicle moved to the 3rd most important ranking in the current study. A greater percentage of associations are using websites to welcome new members -- while building engagement and collegiality. (2013 *Marketing General* survey)
- A recent survey completed by the Chapter Relations Office (CRO) shows that on the average, state library association membership is down about 20% compared to the year of their highest membership enrollment, based on those chapters (19) reporting data to CRO. ALA membership is down approximately 12.8% since its highest point in 2005. (Attached is a detailed ALA, division, and RT analysis.)
- Per ALA's Office for Accreditation, MLIS student enrollment is trending downward from about 21,000 in 2007-2008 to less than 15,000 in 2015-2016
- Across the country, employment in the library "sector" has declined by approximately 60,000 since 2007. Recent BLS data projects slow growth (approximately 2% over the next decade) in the library profession compared to most other professions.

ALA-Division/RT Initiatives

- Divisions and ALA have launched efforts to integrate/mutually reinforce the value of “One ALA”. FY17 plans include expansion of these programs known as “Join Us” and “Engage”. This includes a series of professional photographed members testimonials, representing all types of libraries, about the value of ALA membership called “Members Say it Best.” Also see the ‘Student Pipeline’ portion of this report for Division-ALA joint programs.
- ALA is actively working with Divisions to ensure that membership development efforts are using the ALA Informz platform for emails. This allows divisions to better target messages, to reduce the number of unwanted emails to members/customers, and to more uniformly/correctly handle marketing-related opt-outs.
- As approved by the Membership Committee, BARC and the Executive Board, the United for Libraries pilot program for state group services became an ongoing program starting in FY16.
- Work with United for Libraries, Booklist, and other units/stakeholders (such as publishers) to offer an added-value ‘Book Club Resource’ member program/benefit.
- Work with ERT to enhance corporate member value proposition.
- Work with the New Member Round Table (NMRT) to rollout a FY17 membership development and engagement initiative. Courtney Young, in conjunction with NMRT leadership, has committed to help deliver the NMRT value message through social media and other channels.

Recruitment – Engagement – Retention: Programs and Activities

- ALA sends quarterly e-mail (Informz) campaigns to lapsed and prospective organizational members and monthly e-mail campaigns to lapsed and prospective personal members. Membership does extensive data mining from ALA’s database system and from bounce back emails to identify potential members.
- A Life member recruitment campaign will launch in 1Q 2017. Based on past campaigns it is expected to result in eight to ten new Life members.
- The *I Am ALA* web feature will launch in 1Q FY17 and will promote the value of the profession and ALA membership on the ALA homepage by profiling members and the vital work that they do.
- The *Member Value Programs (MVP)* quarterly e-publication is sent to all personal and organizational members. In FY17 it will expand to include free and discounted continuing education opportunities in addition to its current content. The MVP e-publication continues to receive positive member feedback.
- The Ambassadors Program at ALA’s Annual Conference, with its home-base at the ALA Membership Lounge, utilizes experienced members who volunteer to assist 1st time (and all other) conference attendees. Ambassadors answer questions, help attendees navigate the conference, offer a friendly face, and actively reach out to attendees who look like they need a little help. This member-to-member interaction helps make the conference a great experience for our members and often creates life-long colleagues. Ambassadors wear colorful buttons and ribbons that simply state: “Ask Me!”
- The longitudinal lapsed member survey indicates that many members are choosing to use limited funds to join their state membership association (chapter) due to proximity, lower costs of not just dues but reduced (less expensive) travel and a reduced need to take less time off from work, along with local colleagues/connections. These members indicate strong belief in ALA advocacy and intellectual freedom (and similar) work but that is not translating into support (joining ALA). The report also indicates that 25% of those who drop membership are choosing to stop participation in a division and are not interested in maintaining ALA-only membership. *It is important to note that lapsed members may have inherent bias where they feel the need to report a reason why they left ALA or to*

“vent” anger or frustration. Those with such biases generally tend to be a larger portion of survey respondents. The response rate of the lapsed member survey is approximately 5% compared to other ALA survey that often have response rates of 20% or higher.

- Each June, ALA holds its annual virtual membership meeting (VMM), allowing members to hear from officers, learn about what is happening at ALA, hear a financial update, participate in governance via the ability to offer resolutions or testimonials, and engage with hundreds of colleagues across the country and around the world.

Student Pipeline:

- Launch and promote an "MLIS resource" ('course in a box') to allow MLIS students / educators / others to access a professional module that educates students about the value of belonging to a professional association and about the specific value of ALA membership.
- Expand the joint ALA-Chapter student membership program. There are currently 40 participating chapters.
- Market and enhance the "Start Here – Go Anywhere" ALA student portal that gives student members (and educators) access to all the relevant programs ALA offers in one easy to use location.
- Work with ALSC to support a pilot program to offer 100 free, two-year ALA/ALSC memberships to library school students and recent graduates in youth services.
- Work with AASL to support a student member-to-regular-member bridge program with volunteer/engagement components.
- Redesign/update the quarterly Student ALA Direct e-newsletter to be easier to read and support our special student initiatives.

Technology Infrastructure for a Better Member Experience

To make interacting with ALA a more welcoming experience and to make joining and renewing simpler and easier we will:

- Launch the "Manage my Membership" web page where members will be able to more easily manage and create their own membership experience. Members can use it as their ALA "home base" where they can update their membership information, renew, access useful information, better understand how ALA is organized, and stay abreast of ALA work and professional issues. Over time they will be able to access CE transcripts and print receipts for membership dues and other ALA purchases.
- Work as part of the web management group to enhance the search function and to create greater visual consistency across the website.
- Work with ITTS on the launch of the new e-commerce system to make joining ALA or renewing membership easier --including adding the ability to use PayPal.
- Assess ways to more effectively utilize iMIS features/functions
- Support registration processes for online learning and subscriptions (including RDA), and Moodle set-up.

Change in Division Member Counts Over Time

High Points of Member Counts Compared to FY16 Counts

End of Fiscal Year	ALA	ALA Percent Change	AASL	AASL Percent Change	ACRL	ACRL Percent Change	ALCTS	ALCTS Percent Change	ALSC	ALSC Percent Change	ASCLA	ASCLA Percent Change	LITA	LITA Percent Change	LLAMA	LLAMA Percent Change	PLA	PLA Percent Change	RUSA	RUSA Percent Change	UNITED	UNITED Percent Change	YALSA	YALSA Percent Change	End of Fiscal Year
2003	63,793	Base year	9,669	Base year	12,261	Base year	4,965	Base year	3,762	Base year	917	Base year	4,611	Base year	4,837	Base year	9,344	Base year	4,900	Base year	1,311	Base year	3,961	Base year	2003
2004	64,099	0.48%	9,825	1.61%	12,190	-0.58%	4,758	-4.17%	3,779	0.45%	905	-1.31%	4,414	-4.27%	4,852	0.31%	10,481	12.17%	4,947	0.96%	1,266	-3.43%	4,263	7.62%	2004
2005	66,075	3.08%	10,159	3.40%	13,118	7.61%	4,826	1.43%	3,926	3.89%	917	1.33%	4,054	-8.16%	4,929	1.59%	9,987	-4.71%	5,121	3.52%	1,253	-1.03%	4,734	11.05%	2005
2006	64,689	-2.10%	9,676	-4.75%	12,976	-1.08%	4,883	1.18%	4,052	3.21%	945	3.05%	4,106	1.28%	5,108	3.63%	11,548	15.63%	5,283	3.16%	1,196	-4.55%	5,260	11.11%	2006
2007	64,729	0.06%	9,453	-2.30%	13,411	3.35%	5,151	5.49%	4,213	3.97%	1,009	6.77%	4,338	5.65%	5,426	6.23%	10,935	-5.31%	5,468	3.50%	1,214	1.51%	5,622	6.88%	2007
2008	64,884	0.24%	8,717	-7.79%	12,538	-6.51%	4,664	-9.45%	4,109	-2.47%	882	-12.59%	3,916	-9.73%	4,991	-8.02%	11,622	6.28%	4,856	-11.19%	1,165	-4.04%	5,517	-1.87%	2008
2009	61,379	-5.40%	8,614	-1.18%	12,473	-0.52%	4,309	-7.61%	4,068	-1.00%	837	-5.10%	3,587	-8.40%	4,646	-6.91%	10,123	-12.90%	4,523	-6.86%	1,138	-2.32%	5,417	-1.81%	2009
2010	61,198	-0.29%	8,259	-4.12%	12,126	-2.78%	4,149	-3.71%	4,001	-1.65%	813	-2.87%	3,412	-4.88%	4,346	-6.46%	10,408	2.82%	4,265	-5.70%	1,168	2.64%	5,296	-2.23%	2010
2011	58,996	-3.60%	8,000	-3.14%	12,478	2.90%	4,178	0.70%	3,886	-2.87%	775	-4.67%	3,444	0.94%	4,080	-6.12%	9,053	-13.02%	4,135	-3.05%	1,458	24.83%	5,309	0.25%	2011
2012	57,540	-2.47%	7,392	-7.60%	11,829	-5.20%	3,920	-6.18%	3,883	-0.08%	715	-7.74%	3,258	-5.40%	4,086	0.15%	9,616	6.22%	3,898	-5.73%	1,287	-11.73%	5,167	-2.67%	2012
2013	56,756	-1.36%	7,362	-0.41%	11,944	0.97%	3,826	-2.40%	3,894	0.28%	796	11.33%	3,116	-4.36%	4,022	-1.57%	8,488	-11.73%	3,740	-4.05%	1,267	-1.55%	5,092	-1.45%	2013
2014	55,316	-2.54%	7,285	-1.05%	11,010	-7.82%	3,649	-4.63%	3,992	2.52%	771	-3.14%	2,900	-6.93%	3,771	-6.24%	8,927	5.17%	3,457	-7.57%	1,200	-5.29%	5,129	0.73%	2014
2015	54,166	-2.08%	6,896	-5.34%	11,181	1.55%	3,563	-2.36%	3,921	-1.78%	797	3.37%	2,720	-6.21%	3,675	-2.55%	7,792	-12.71%	3,368	-2.57%	1,130	-5.83%	5,084	-0.88%	2015
2016	56,976	5.19%	6,610	-4.15%	10,592	-0.15%	3,407	-4.40%	4,096	0.04	805	1.00%	2,595	-4.60%	3,654	-0.57%	8,840	13.4%	3,264	-3.09%	4,362	286.0%	4,973	-2.2%	FY2016-Nov.
Change from high to end of current		-12.8%		-34.9%		-19.3%		-33.9%		-2.8%		-20.2%		-43.7%		-32.3%		-23.9%		-40.3%		199.2%		-11.5%	Change from high to end of current

Percent of Members belonging to at least one division:	FY15	FY16
	60%	62

Change in RT Member Counts Over Time													
High Points of Member Count Compared to FY16 Counts													
End of Fiscal Year	EMIRT	ERT	FAFLRT	GAMERT	GLBLRT	GODORT	IFRT	IRRT	LEARNRT	LHRT	LIRT	LRRT	LSSIRT
2003	631	397	400		551	980	1,848	790	387	441	1,336	872	402
2004	657	406	376		615	981	1,768	808	414	492	1,433	1,030	449
2005	643	431	355		717	991	1,720	1,133	419	536	1,473	954	723
2006	662	438	355		835	1,027	1,844	1,701	450	587	1,649	1,283	818
2007	683	452	387		967	1,120	1,907	1,871	504	622	1,821	1,575	777
2008	618	447	367		924	1,021	1,653	1,764	417	555	1,577	1,422	615
2009	615	412	579		878	996	1,562	1,772	396	533	1,588	1,558	635
2010	603	616	731		914	917	1,515	1,861	366	497	1,514	1,553	510
2011	566	626	766		914	876	1,453	1,846	343	472	1,591	1,505	442
2012	562	590	626	251	913	826	1,311	1,862	326	431	1,516	1,333	446
2013	580	531	485	348	943	762	1,222	1,858	334	425	1,602	1,259	471
2014	581	521	378	402	930	726	1,144	1,793	301	378	1,497	1,141	399
2015	604	521	308	474	1,063	698	1,118	1,708	276	370	1,533	1,143	351
2016	637	504	299	502	1,114	633	1,111	1,681	291	352	1,504	1,140	330
Percent change from high point to FY16	-6.7%	-19.5%	-61.0%	FY16=high	FY16=high	-43.5%	-41.7%	-10.2%	-42.3%	-43.4%	-17.4%	-27.6%	-59.7%

End of Fiscal Year	MAGIRT	NMIRT	RMIRT	SRRT	SORT	SUSTRT	VRT
2003	379	1,339		1,576	334		276
2004	382	1,478		1,663	312		266
2005	385	1,792		1,840	277		278
2006	399	1,925		2,137	242		294
2007	415	2,393		2,421	241		345
2008	370	1,847		2,151	191		275
2009	360	1,875		2,039	187		268
2010	347	1,917		1,409	160		241
2011	318	1,945	115	981	160		534
2012	301	1,709	158	882	133		529
2013	329	1,515	183	861	150		456
2014	297	1,436	202	785	137	150	412
2015	302	1,206	215	971	148	193	418
2016	298	1,085	223	1,078	140	237	407
Change from high point to FY16	-28.2%	-54.7%	FY16=high	-55.5%	-58.1%	FY16=high	-23.8%