

# ALA F&A/BARC - ALA FY20 Plan By Department

Date 3/26/2019

## DEPARTMENT: Membership

### **FY20 Strategic and Operational Priorities**

*What are your strategic and operational priorities in light of the prior three years' (FY17-FY19) operational and financial results?*

To have a fully staff unit going forward. Employ strategies outlined by the Ave. M. membership report. They have suggested that ALA should offer members the option for auto-renewal. This will reduce renewal and campaign expenses and potentially increase retention. A Membership Marketing Benchmarking Report by Marketing General, Inc. revealed that 29% of associations now offer auto-renewal. It has been found that renewal rates can be up to 10 points higher compared to organizations that don't offer the option. The survey results showed 14% of former members simply forgot to renew. Fixed-pricing (annually/monthly) for non-Life members should be considered.

### **FY20 Key Initiatives and Desired Outcomes**

*What are the top initiatives that your department plans to undertake in light of those priorities? What outcomes constitute success?*

The ALA Membership Development & Customer Service staff have been working with staff from divisions and round tables to brainstorm ideas related to coordinated marketing efforts, establishing member value propositions and new member onboarding. Additionally, they have been working with the staff of ITTS to determine the feasibility of enabling more effective dues renewal automation options. Finally, an action item has been proposed to the board to increase personal dues amounts based on the CPI.

### **Key Assumptions/Risks/Opportunities**

*What assumptions are inherent in your plan? What risks are you watching in light of those assumptions? What additional opportunities do you anticipate may appear that may impact your plan?*

The assumption is that the e-commerce technology we have in place through our third party vendor will be able to accommodate these new features. We will have a successful search that will yield a viable candidate for director of unit. Also that the ALA Executive Board will approve an increase on dues amounts based on the CPI.