

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

Date 6/11/2019

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. Work with the new Director of Membership Development & Customer Service in retaining and recruiting new members through offering quality programs like auto-renewal, monthly payment plans and new member benefits (salary survey).

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. Additionally, they have been working with the staff of ITTS to determine the feasibility of enabling more effective dues renewal automation options. Finally, they are looking to start testing new membership pricing models for sustainability.

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. Additionally, we are closely monitoring the SCOE conversations as they relate to ALA membership/division structures which closely impact dues and revenue.