

TO: ALA Executive Board, Finance and Audit Committee, Budget Analysis and Review Committee

RE: ALA Membership Report

ACTION REQUESTED/INFORMATION/REPORT:
Information report

ACTION REQUESTED BY:
Lorelle Swader, AED, ALA Offices and Member Relations, lswader@ala.org

CONTACT PERSON:
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DRAFT OF MOTION:
N/A

DATE: June 5, 2019

BACKGROUND:
Report on FY2019 membership dues and budget performance; Membership Data & Statistics; Staffing Updates; Virtual Membership Meeting Data and Spring Activities.

ATTACHMENTS:
Report and additional membership information

ALA Membership Dues and Data (FY2019 as of April)

Total Revenues Budgeted/Actual/Remaining:	\$ 5,391,800	\$ 3,514,047	\$1,877,753
Total Expenses Budgeted/Actual/Remaining:	\$ 100,000	\$72,472	\$27,528
Net Revenue (Expense) Budgeted/Actual/Variance:	\$5,291,800	\$3,441,575	\$(86,292)

Membership dues are down by about -\$113,254. Some of this is due in part to processing errors related to the e-commerce system. These errors have now been fixed and a portion of the miscalculated funds will be credited back to the account. (Through the end of May, \$48,756 were lost dollars due to this issue). Additionally, some of this is due to timing issues related to transfer of funds to offset complimentary membership fees. These transfers will be made prior to the year-end.

Overall total ALA membership is **58,136** compared to 59,315 in April 2018, a slight decrease of -**1.99%** increase. Some of this lost can be attributed to this being a “one-division” conference year instead of two. (During even fiscal years, there is a bump in membership which happens after both the AASL and PLA division national conferences. In odd years there is only the ACRL national conference).

Individual Memberships

Personal Regular membership is down to **29,076** compared to 30,621 last year. (-**5.05%** decrease). We are still experiencing a rapid growth in the Student memberships category which is up from last year at **8,503** compared to 8,134 last year this time. (**4.54%** increase). There were also increases in Retired and Friend member categories. Life, Support Staff, Associate, Trustee, Non-salaried, International, and some categories of continuing memberships are down.

Organizational and Corporate Memberships

Group memberships had growth, (**10.07%**), while Non-Profits grew (**15.52%**). Medium, Large Library, and State Library memberships also had growth. Very Small, Small, Very Large Library, Chapter and Corporate memberships are down. International organizational memberships stayed the same.

Four **divisions** had growth: AASL (1.74%), ACRL (1.57%), ASGCLA (31.50%) and UNITED (8.19%). (FAFLRT was integrated into ASCLA to create ASGCLA – Growing from 762 members a year ago to 1,002 members).

Division Memberships (represents member counts through April 2019)

Division	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	April 2019
AASL	8,142	8,002	7,756	7,592	7,021	7,024	6,983	6,602	6,335	6,193	7,242	7,199
ACRL	11,650	11,585	11,291	11,684	11,062	11,187	10,269	10,472	9,910	9,837	10,260	10,628
ALCTS	4,052	3,713	3,598	3,654	3,421	3,356	3,185	3,115	2,985	2,947	3,209	3,136
ALSC	3,792	3,777	3,726	3,632	3,645	3,675	3,773	3,708	3,880	3,971	4,320	4,160
ASCLA	688	653	651	633	576	663	644	670	681	638	766	1,002
LITA	3,338	3,026	2,893	2,953	2,791	2,670	2,466	2,302	2,203	2,086	2,370	2,238
LLAMA	4,407	4,072	3,824	3,589	3,616	3,576	3,341	3,260	3,264	3,272	3,630	3,609
PLA	11,082	9,620	9,929	8,604	9,176	8,060	8,518	7,391	8,440	7,389	9,392	8,373
RUSA	4,225	4,225	3,695	3,592	3,378	3,243	2,977	2,901	2,828	2,718	2,961	2,881
UNITED	990	968	989	1,293	1,125	1,113	1,041	978	878	951	4,052	4,427
YALSA	5,073	4,965	4,907	4,953	4,835	4,794	4,838	4,802	4,687	4,493	4,612	4,433
Total	57,439	54,287	53,259	52,179	50,646	49,361	48,035	46,201	46,091	44,495	52,919	52,086

Fourteen **Round Tables** had growth: EMIERT (3.12%), FMRT (12.25%), GLBTRT (3.68%), GODORT (0.18%), LearnRT (12.30%), LHRT (0.24%), LIRT (1.91%), LRRT (0.44%), LSSIRT (3.12%), NMRT (3.81%), RMRT (8.36%), SRRT (6.27%), SORT (19.88%), and SustainRT (44.86%). SRRT remains the highest RT membership at 1,916 members. SustainRT had the highest percentage of growth-- growing from 769 members to 1,114 members. The Graphics Novel MIG became the Graphic Novel and Comics Round Table (GNCRT) beginning September 1, 2018, currently has 611 members.

Round Table Memberships (represents member counts through April 2019)

Fiscal Year	EMIERT	ERT	FAFLRT	FMRT (VRT)	GAMERT	GNCRT	GLBTRT	GODORT	IFRT	IRRT	LEARNRT
2003	631	397	400	276			551	980	1,848	790	387
2004	657	406	376	266			615	981	1,768	808	414
2005	643	431	355	278			717	991	1,720	1,133	419
2006	662	438	355	294			835	1,027	1,844	1,701	450
2007	683	452	387	345			967	1,120	1,907	1,871	504
2008	618	447	367	275			924	1,021	1,653	1,764	417
2009	615	412	579	268			878	996	1,562	1,772	396

Fiscal Year	EMIERT	ERT	FAFLRT	FMRT (VRT)	GAMERT		GLBTRT	GODORT	IFRT	IRRT	LEARNRT
2010	603	616	731	241			914	917	1,515	1,861	366
2011	566	626	766	534			914	876	1,453	1,846	343
2012	562	590	626	529	251		913	826	1,311	1,862	326
2013	580	531	485	456	348		943	762	1,222	1,858	334
2014	581	521	378	412	402		930	726	1,144	1,793	301
2015	604	521	308	418	474		1,063	698	1,118	1,708	276
2016	637	504	299	407	502		1,114	633	1,111	1,681	291
2017	800	478	374	467	650		1,295	602	1,244	1,641	340
2018	918	408		591	753		1,414	551	1,254	1,698	382
*2019	959	375		669	747	611	1,465	559	1,246	1,623	420

Fiscal Year	LHRT	LIRT	LRRT	LSSIRT	MAGIRT	NMRT	RMRT	SRRT	SORT	SUSTRT
2003	441	1,336	872	402	379	1,339		1,576	334	
2004	492	1,433	1,030	449	382	1,478		1,663	312	
2005	536	1,473	954	723	385	1,792		1,840	277	
2006	587	1,649	1,283	818	399	1,925		2,137	242	
2007	622	1,821	1,575	777	415	2,393		2,421	241	
2008	555	1,577	1,422	615	370	1,847		2,151	191	
2009	533	1,588	1,558	635	360	1,875		2,039	187	
2010	497	1,514	1,553	510	347	1,917		1,409	160	
2011	472	1,591	1,505	442	318	1,945	115	981	160	
2012	431	1,516	1,333	446	301	1,709	158	882	133	
2013	425	1,602	1,259	471	329	1,515	183	861	150	
2014	378	1,497	1,141	399	297	1,436	202	785	137	150
2015	370	1,533	1,143	351	302	1,206	215	971	148	193

Fiscal Year	LHRT	LIRT	LRRT	LSSIRT	MAGIRT	NMRT	RMRT	SRRT	SORT	SUSTRT
2016	352	1,504	1,140	330	298	1,085	223	1,078	140	237
2017	389	1,653	1,252	406	297	1,262	248	1,445	148	362
2018	405	1,769	1,354	419	268	1,487	295	1,809	180	362
*2019	423	1,813	1,373	430	264	1,525	311	1,916	193	1,114

Staffing Update

On June 17, 2019, Melissa Kay Walling, CAE, IOM joined ALA as its new **Director, Membership Development and Customer Service**. Walling is an accomplished association executive with nearly 15 years of experience in serving members, staff and volunteers. She comes to ALA most recently having served as the Vice President, Education & Membership at the *Association Forum of Chicagoland* where she improved operations of external-facing systems to attract and retain members. Most notably, she oversaw the execution of the *Holiday Showcase* —one of the most highly attended events in the industry.

Prior to joining the staff at *Association Forum*, Walling held positions with the Institute of Real Estate Management and the American Academy of Pediatrics. She also served as a volunteer in the U.S. Peace Corps in Kumasi, Ghana, West Africa. Walling has been recognized by *Association TRENDS Young and Aspiring, (2018)*; *Association Forum/USAE Forty under 40 (2013)*; and *American Society of Association Executive's (ASAE's) Next Gen Summit (2013) (Inaugural class)*.

Walling earned a B.A. in Business Administration from the University of Michigan and is currently pursuing her M.B.A. from the University of Illinois. Walling will be responsible for the overall development, implementation, and measurement of the association's membership strategic initiatives, while overseeing the activities of its fast-paced customer service center and total unit staff of nine.

Special thanks to the selection committee: Christina Rodriques (ALA Membership Committee Chair and Outreach Manager, OCLC); Dan Hoppe (AED Human Resources); Holly Camino (ALA Committee on Membership Meetings Chair and Branch Manager, Cuyahoga County Public Library); Kimberly Redd (Program Manager, HRDR & APA); Sylvia K. Norton (Executive Director, AASL) and Lorelle Swader (AED Offices & Member Relations).

Virtual Membership Meeting

On May 9, 2019, the Membership Development & Customer Service staff, in conjunction with the staff of the ALA Governance Office and Publishing Department, facilitated the Virtual Membership Meeting (VMM). There were a total number of 853 registrants with 453 final attendees. 100% of the participants felt the content was relevant or very relevant. These

events continue to be very popular with just over 74% of the attendees saying they would attend another VMM in the future.

Spring Activities and Accomplishments

The ALA Membership Development & Customer Service staff are continuing to work with staff from the divisions and round tables to brainstorm ideas related to coordinated marketing efforts, establishing member value propositions and new member onboarding. The Community Engagement Manager within the ALA Member Relations Department has also been working across units to update the Code of Conduct/Community Guidelines within ALA Connect. ITTS staff have worked with the outside e-commerce vendor to correct the problem concerning our e-commerce issues. These errors have now been fixed. They are also assisting with investigating the feasibility of enabling more effective dues renewal automation options.