

Committee Information Update (CIU)

Appendix I: Revised Form

ALA COMMITTEE REPORT

Committee Name: ALA Membership Committee

Conference Year: 2024-2025

Committee Chair: Sandy Hirsh

Staff Liaison: Bill Ladewski

Committee Members:

Sunny Clay Branick, Keturah Cappadonia, Mei Choong, Brooke Corso, Julie Gabb, Lisa Massengale, Ashley Mensah, Michelle Heide Olsen, Morgan Marie McMillian, Nick Buron (Board Liaison), Tina Coleman (Staff Liaison), Cory Stevenson (Staff Liaison)

Date of meeting(s)	Meeting format (in-person or virtual)	Number of members present	Guest Presenters, Speakers
9/13/25	Zoom	5	Orientation for new committee members
9/24/25	Zoom	7	Discussed committee goals and ALA Virtual Information Session
11/5/24	Zoom	6	Discussed adding Booklist Reader as a membership benefit (Guest: George Kendall, Senior Director of ALA Publishing & Media), Peer-to-Peer Recruitment, Member Recruitment Campaign, and Student Focus Group findings
1/14/25	Zoom	8	Guest Presenters included two ALA Presidential candidates: Maria McCauley and Andrea Jamison. Also discussed the Virtual Membership Information

			Session and FY25 Membership Summary.
3/11/25	Zoom	6	Discussed Membership pricing for FY26, proposal for those impacted by the LA fires, organizational member update, MRS staff updates
5/13/25	Zoom	TBD	TBD
6/28/25	In Person	TBD	TBD

Committee Charge:

To establish general policies, programs, and procedures to secure new members; to be responsible for the implementation of these programs; to coordinate membership promotion activities of all units and chapters of the association; to make recommendations concerning membership dues; to plan the agenda for the membership meetings specified in ALA policy A.7.4.10 including identification of topics, promotion of the meeting, and advise staff responsible for the meeting; and to serve the association as a sounding board on membership.

Objectives of the committee for this conference year, including any planned activities:

1. Committee Goal #1: Nurture member engagement and growth of new LIS Students
2. Committee Goal #2: Drive ALA membership growth by encouraging peer to peer recruitment
3. Committee Goal #3: Monitor the improved ALA membership model and activate assessment of organizational membership

Describe interactions with other units within ALA:

ALA Membership Committee worked with George Kendall, Senior Director of ALA Publishing & Media, to add Booklist Reader as a new membership benefit.

Synthesis of activities (summarize discussions, decision(s) or motion(s) reached, and note follow-up action(s) required:

1. Developed a [PowerPoint Presentation for Student Chapters](#) to promote ALA Membership, supplementing the video testimonials ([Video 1](#), [Video 2](#)) (developed by the Peer-to-Peer Subcommittee).
2. Endorsed the proposal to add Booklist Reader as a membership benefit.
3. Provided input to staff on priorities for student engagement initiatives: reorganize the mentorship page, develop a toolkit with talking points to share with LIS faculty advisors, and plan and host a student virtual mini conference.
4. Voted to recommend keeping individual membership pricing for FY26 the same as the current year.

If unable to achieve desired committee outcomes, what hampered the ability to achieve stated goals (lack of resources, member participation, communication issues, procedural delays, etc.?)

There have been delays in the relaunching of the new membership model to communicate the benefits and value, largely due to the ALA network outage.

Priorities/recommendations for the upcoming year:

I recommend continuing to work on the same goals as those from 2024-2025 to continue making progress in these important areas:

- Nurture member engagement and growth of new LIS students.
- Drive ALA membership growth by encouraging peer-to-peer recruitment.
- Monitor the improved ALA membership model and activate the assessment of organizational membership.

Other comments/information you believe will help the Association in its work:

The ALA Membership Committee continues to benefit from the appointment of highly qualified and engaged members and from outstanding collaboration between members and ALA Staff. I recommend looking for diversity across library types and membership types when appointing future Membership Committee chairs and members (having a balance is key); however, given the importance of student members to the future of the association, it would be especially good to appoint additional committee members who are LIS educators/students.

Submitted by: Sandy Hirsh

Date Submitted: March 13, 2025