ALA Technology FY21 Projects Status

• Assist with the New Continuing Education Learning Management/eCommerce System – Launched 11/10/2021

• Continue to upgrade Shibboleth Single Sign-On Software to the remaining websites – 3 more sites completed

• Continue with the final phase of implementation of eStore shopping cart integration with the new fulfillment Vendor Chicago Distribution Center (CDC) – Scheduled 01/31/2022

• Continue the migration of 75 of 100+ blogs to the cloud – 14 more sites migrated

• Continue to monitor revenue and membership goals by creating new dashboards – upgraded membership dashboard
ALA Technology FY22 Projects Status

• **iMIS Membership System Upgrade** - Test migration site is up and running. Working on fleshing out the detailed project plan.

• **Clean up data in the iMIS membership database** – Some cleanup will happen as a result of the iMIS system upgrade above.

• **Work with all revenue generating units to identify and establish new revenue products or services** – In progress.

• **Continue to monitor revenue and membership goals** – In progress.

• **Adopt Data Center as a Service Design model** – Developing an RFP for hiring a consultant to do the design work.

• **Website Strategy Consulting** – Obtained one proposal and seeking additional proposals.
ALA Technology FY21/FY22 Budget

FY21 Operating Budget $3,162,709
FY22 Operating Budget $3,578,368

Represents a total increase of $415,659 for:

- Hiring a new Chief Information Technology Officer
- Licensing for the new CE Learning Management/eCommerce Systems
- Consulting for the iMIS Membership System Upgrade
- Consulting for the Data Center As a Service Design
- Consulting for a new Website Strategy
- Clean-up data in the iMIS membership database
- Drupal Web Content Management System Upgrades
IT Pivot Strategy Initiatives

**Membership**
- iMIS Membership Upgrade
- iMIS Database Cleanup
- Creating New Products and Services
- Monitor revenue and membership goals
- Adopt Data Center as a Service Design model
- New Website Strategy

**Continuing Education**
- iMIS Membership Upgrade
- iMIS Database Cleanup
- Creating New Products and Services
- Monitor revenue and membership goals
- Adopt Data Center as a Service Design model
- New Website Strategy

**Contributed Revenue**
- iMIS Membership Upgrade
- iMIS Database Cleanup
- Creating New Products and Services
- Monitor revenue and membership goals
- Adopt Data Center as a Service Design model
- New Website Strategy

**Conferences and Events**
- iMIS Membership Upgrade
- iMIS Database Cleanup
- Creating New Products and Services
- Monitor revenue and membership goals
- Adopt Data Center as a Service Design model
- New Website Strategy

**Publishing**
- iMIS Membership Upgrade
- iMIS Database Cleanup
- Creating New Products and Services
- Monitor revenue and membership goals
- Adopt Data Center as a Service Design model
- New Website Strategy

**Data and Research**
- iMIS Membership Upgrade
- Creating New Products and Services
- Monitor revenue and membership goals
- New Website Strategy
IT Dept Scorecard

**TrackIt**
- 9/1/2020 – 8/31/2021 (Last FY)
  - Opened: 2459 | Closed: 2289 | Still Open: 170
- 9/1/2021 – 12/31/2021 (FY 2022)
  - Opened: 793 | Closed: 626 | Still Open: 167

**ALA.org**
- 9/1/2020 – 8/31/2021 (Last FY)
  - Page Views: 18,577,412
- 9/1/2021 – 12/31/2021 (FY 2022)
  - Page Views: 5,916,830

**Connect**
- 9/1/2020 – 8/31/2021 (Last FY)
  - Posts Created: 35,164
- 9/1/2021 – 12/31/2021 (FY 2022)
  - Posts Created: 14,113

**Dues & Donations eStore**
- 9/1/2020 – 8/31/2021 (Last FY)
  - Page Views: 2,025,113
- 9/1/2021 – 12/31/2021 (FY 2022)
  - Page Views: 573,558

**KnowBe4**
- American Library Association
  - Phish-prone Level: 3.4%
- Other Organizations
  - Phish-prone Level: 16.9%
ALA Membership Dashboard - Current

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Grace</th>
<th>Active Members</th>
<th>Post Grace</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
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<td>8,723</td>
<td>49,549</td>
<td>11</td>
<td>49,560</td>
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<td>Revenue</td>
<td>$884,888</td>
<td>$514</td>
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</table>

Member Types

- Patron
- Life Member (LD, LN, LFN, LFN2)
- Libraries (L1-L5)
- Retired Member
- Prospective Member
- Non-Student Member
- Student Member
- Continuing (CD & CN)
- Non-Salaried Librarian
- Non-Profit Org
- Friends of ALA
- Intern at Library
- Corp Contributor
- State Libraries (S1-S5)
- Chapter Member
- International Member
- Associate Member
- Non-Profit Org
- Friends of ALA
- Intern at Library
- Corp Contributor
- State Libraries (S1-S5)
- Chapter Member

Length of Membership

- Number of Members
- Years of Membership

Email Unsubs

- Both
- Informz
- Ok to email

Top 5 States

<table>
<thead>
<tr>
<th>State</th>
<th>Members</th>
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<tbody>
<tr>
<td>CA</td>
<td>4341</td>
</tr>
<tr>
<td>TX</td>
<td>3510</td>
</tr>
<tr>
<td>IL</td>
<td>3449</td>
</tr>
<tr>
<td>NY</td>
<td>3300</td>
</tr>
<tr>
<td>MI</td>
<td>1806</td>
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</table>

Top 5 Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>48156</td>
</tr>
<tr>
<td>Canada</td>
<td>817</td>
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<tr>
<td>Australia</td>
<td>53</td>
</tr>
<tr>
<td>Japan</td>
<td>35</td>
</tr>
<tr>
<td>Puerto Rico</td>
<td>35</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>35</td>
</tr>
</tbody>
</table>
Thank you!

Gina Seymour (Chair of ITAC)
Sherri Vanyek (svanyek@ala.org)
Director, ALA IT