

ALA Information Technology

Executive Board
Report

01/04/2022

Gina Seymour, Chair ITAC

Sherri Vanyek, Director IT



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 Clean up
- ✓ 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 Clean up
- ✓ 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 Clean up
- ✓ Creating New Products and Services
- ✓ Monitor revenue and membership goals
- ✓ Adopt Data Center as a Service Design model
- ✓ New Website Strategy



Publishing

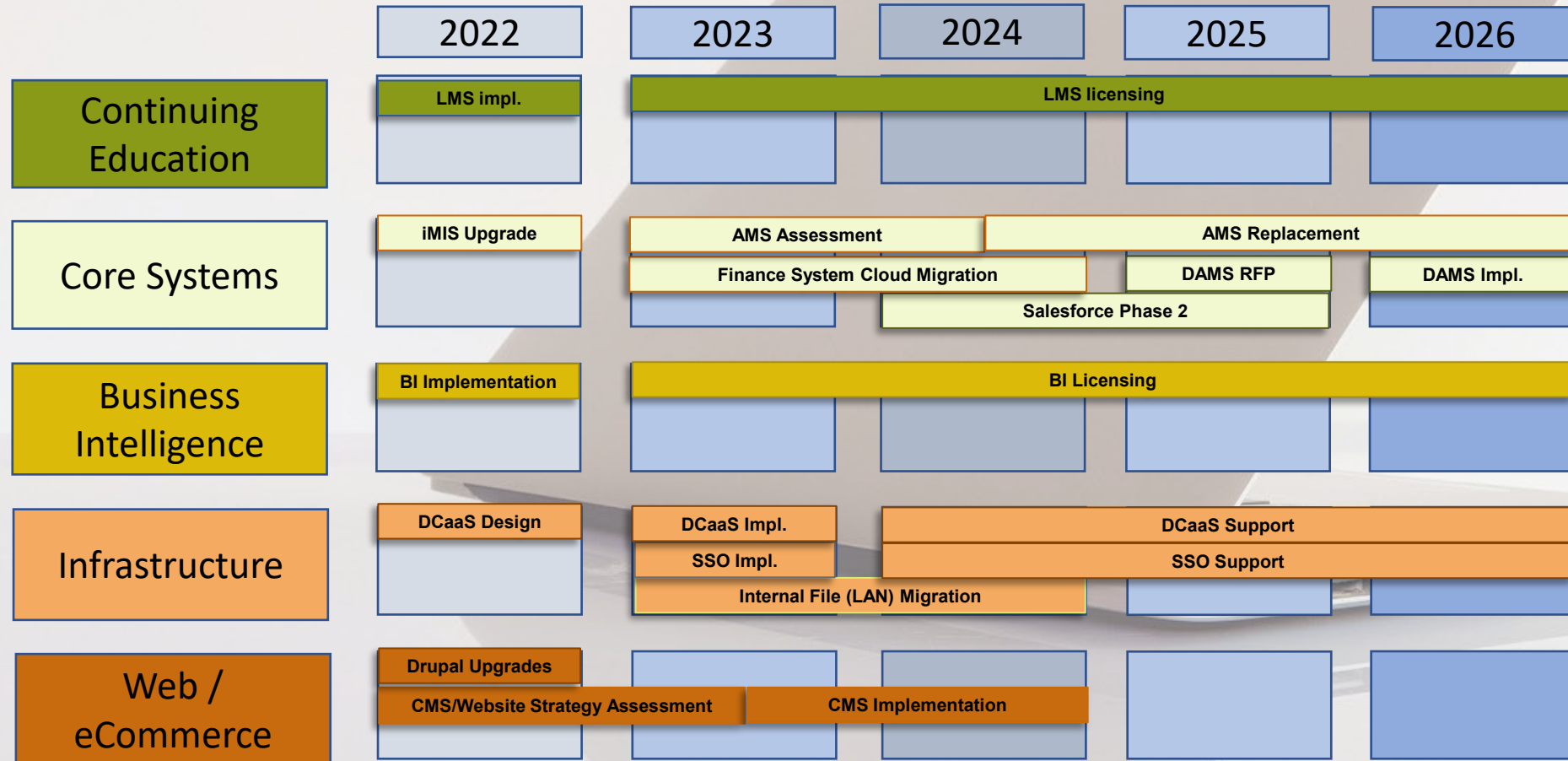
- ✓ iMIS Membership Upgrade
- ✓ iMIS Database Clean up
- ✓ Creating New Products and Services
- ✓ Monitor revenue and membership goals
- ✓ Adopt Data Center as a Service Design model
- ✓ New Website Strategy



Data and Research

- ✓ iMIS Membership Upgrade
- ✓ Creating New Products and Services
- ✓ Monitor revenue and membership goals

ALA Technology Roadmap FY22-FY26



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



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



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



KnowBe4

American Library Association

Phish-prone Level: 3.4%

Other Organizations

Phish-prone Level: 16.9%



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

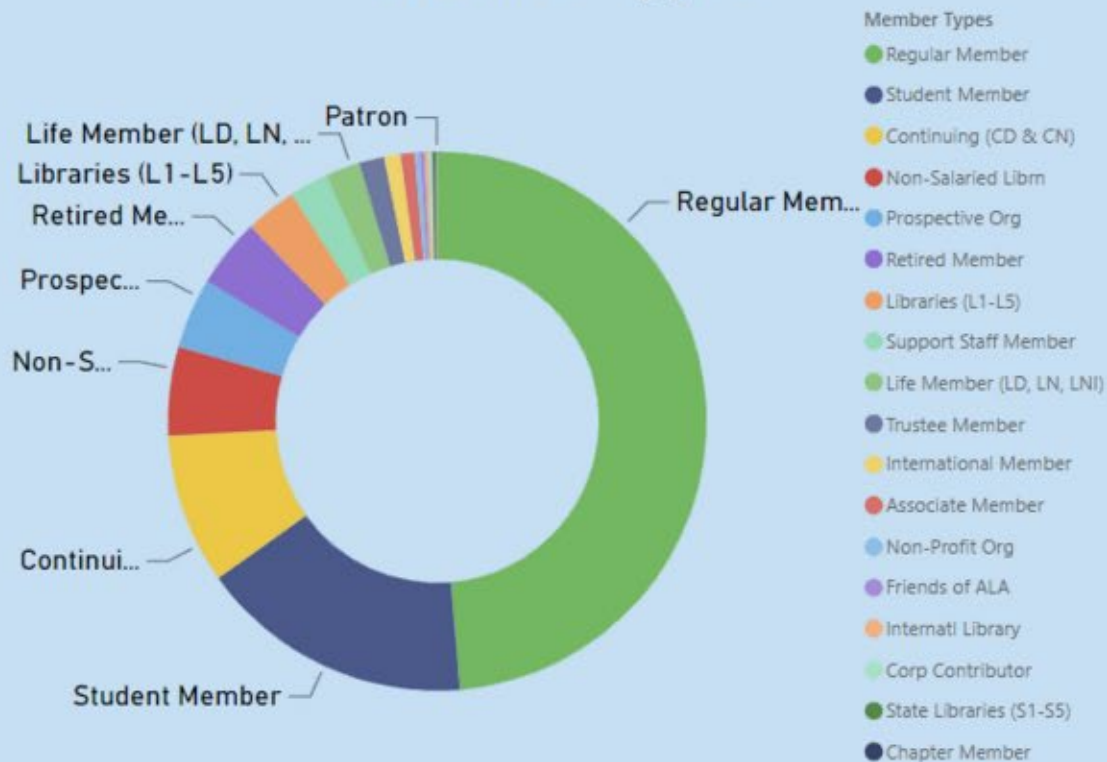




ALA Membership Dashboard - Current

Current	Grace	Active Members	Post Grace	Total
40,826	8,723	49,549	11	49,560
	\$884,888		\$514	

Member Types



Length of Membership



Email Unsubs



Top 5 States

State	Members
CA	4341
TX	3510
IL	3449
NY	3300
MI	1806

Top 5 Countries

COUNTRY	Members
USA	48156
Canada	817
Australia	53
Japan	35
Puerto Rico	35
United Kingdom	35



Thank you!

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