## Committee Information Update (CIU)

### Appendix I: Revised Form

### COMMITTEE ANNUAL REPORT

**Committee Name:** ALA Membership Committee  
**Conference Year:** 2020 - 2021  
**Committee Chair:** Christina Rodriques  
**Staff Liaison:** Melissa Walling  
**Committee Members:** Dawn Behrend, Miranda Bennett, Joslyn Bowling Dixon, Shannon Bowman, Shanna Hollich, Amiya Hutson, Samantha Kennedy, Dawn Lowe-Wincentsen, Jeffrey Sowder, Jody Squadere, Matthew Windsor,

<table>
<thead>
<tr>
<th>Date of meeting(s)</th>
<th>Meeting format (in-person or virtual)</th>
<th>Number of members present*</th>
<th>Guest Presenters, Speakers</th>
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<tbody>
<tr>
<td>September 11th</td>
<td>Virtual</td>
<td>9</td>
<td></td>
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<tr>
<td>September 28th</td>
<td>Virtual</td>
<td>5</td>
<td>David Sheffieck, Staff, ALA Code of Conduct discussion</td>
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<tr>
<td>November 20th</td>
<td>Virtual</td>
<td>7</td>
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<tr>
<td>January 15th</td>
<td>Virtual</td>
<td>7</td>
<td>Lessa Kanani’opua Pelayo-Lozada, Presidential Candidate Visit</td>
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<tr>
<td>March 2nd</td>
<td>Virtual</td>
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<tr>
<td>April 6th</td>
<td>Virtual</td>
<td>8</td>
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<tr>
<td>June 17th</td>
<td>Virtual</td>
<td>7</td>
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*Karen Schneider was the ALA Executive Board Liaison and attended all meetings but was not counted in these numbers*

**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; and to serve the association as a sounding board on membership.

*Note that in June, 2021, the Committee Charge was expanded by an action of Council:*

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. Continue the work from the previous year of identifying a new membership model for personal members using the Avenue M research.
2. Support the new member onboarding efforts being spearheaded including activation of member networking events coordinated by the committee.
3. Support the achievement of revenue and membership growth goals including the efforts of the Membership Promotions Task Force.

**Describe interactions with other units within ALA:**

The Membership Committee worked primarily to support initiatives within the AOMR Department including the membership growth and retention efforts, the new member onboarding events and the standardization of the ALA Code of Conduct. The Membership Promotions Task Force was not active which would’ve been the group that works across the entire organization.

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

1. The primary activity of the group was the membership model. While the committee did not reach an action item during the course of this year, it laid the groundwork for the action to be taken in early 2021/2022 committee year. These discussions included agreeing to a phased approach to the membership model, determining the structure of the first phase of work, and starting to determine other improvements including changing the minimum threshold for the non-salaried membership. This work was a significant part of the committee’s work this year.

2. The committee activated member networking events at our virtual conferences this year. These events were well attended and helped to promote the value of membership. They provided a good opportunity for members to connect in real time with other members. These efforts will continue into the 2021/2022 year and expand to include new member orientations.

3. The committee also serves as an ongoing sounding board to the ALA membership staff. This included providing direction on the launch of the ALA Essentials series as a new organizational membership benefit as well as providing an ongoing discussion about the impact of the pandemic on libraries and library workers.

**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.?)**

I feel the committee accomplished what it set out to do. We continued working on the membership model with the help of ALA staff. Communication continues to improve through ALA Connect and committee members were actively involved in all discussions.

**Priorities/recommendations for the upcoming year:**

The 2021/2022 Membership Committee is recommended to take action on the membership model. In addition, they should continue to find ways to promote membership value and focus on membership growth for the upcoming year.
Other comments/information you believe will help the Association in its work: I believe the Membership committee is a unique asset to ALA. Hearing directly from members, those library professionals that ALA is serving, can go a long way to improving ALA’s member relations and should be utilized to its full capacity.

I believe the committee could play a larger role in some of the member communications as well. We can tell you what messaging is landing and what isn’t. My time on the Membership Committee has been extremely rewarding and I look forward to what comes next.

Submitted by: Christina Rodrigues  Date Submitted: October 18, 2021