

# Committee Information Update (CIU)

## Appendix I: Revised Form

### COMMITTEE ANNUAL REPORT

Committee Name: ALA Membership Committee

Conference Year: 2021-22

Committee Chair: Miranda Bennett

Staff Liaison: Melissa Walling

Committee Members: Mei Choong, Jennifer Eustis, Crystal Gates, Sandy Hirsh, Amiya Hutson, Ashley Mensah, Jeffrey Sowder, Matthew Windsor, Madhu Kadiyala, Jody Squadere, Christina Rodriques (Board Liaison), Tina Coleman (Staff Liaison), Judy Czarnik (Staff Liaison)

Date of meeting(s)	Meeting format (in-person or virtual)	Number of members present	Guest Presenters, Speakers
September 2, 2021	Virtual	11	Orientation for new committee members
October 5, 2021	Virtual	10	
January 11, 2022	Virtual	11	
March 8, 2022	Virtual	10	Emily Drabinski & Kelvin Watson, candidates for ALA President
May 10, 2022	Virtual	12	New Committee Members

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. Support the achievement of revenue and membership growth goals including the efforts of the Membership Promotion Task Force
2. Make recommendation to ALA Executive Board to establish a new membership model
3. Disseminate the new membership model information to Council and other appropriate parties
4. Support membership engagement through the Membership Promotion Task Force and the Membership Meetings

Describe interactions with other units within ALA: Chair presented new membership model proposal to PLA Board (10/22/21), ALA Executive Board (10/29/21 & 12/21/21), ALA Constitution and Bylaws Committee (12/16/21), ALA Council (1/24/22). Chair met with leaders of the Round Table Coordinating Assembly Dues Standardization Task Force (6/3/22). Chair presented update on Membership Committee activities to ALA Executive Board at ALA Annual Conference (6/24/22). Committee members, including chair, participated in meetings of the ALA Membership Promotion Task Force (5/20/22 & 6/26/22). Collaborated with ALA governance office on 2022 Virtual and In Person Membership Meetings (3/17/22 & 6/25/22)

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

1. Chair participated in ALA Virtual Volunteer Fair (9/14/21)
2. ALA Council approved proposed new membership model (without dues rates, which will be determined later) (1/24/22)
3. ALA Council approved Committee's recommendation to increase salary threshold for Non-Salaried/In Transition membership category from \$30,000 to \$45,000, to go into effect start of FY23 (1/24/22)
4. ALA Council (via the Constitution & Bylaws Committee) designated the Membership Committee to be the voting body to support the Round Table Coordinating Assembly in standardizing dues for round tables.
5. Committee helped host ALA Virtual Membership Meeting (3/17/22)
6. Committee provided feedback to members of Social Responsibilities Round Table working on a Council resolution about Membership Meetings, which was presented at ALA Annual Conference
7. Committee Chair has continued to work with ALA Executive Board on the proposed dues rates (4/5/22 & 6/24/22)

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.?)

Financial part (dues rate) of new membership model was delayed because ALA Executive Council requested additional analysis of the potential revenue impact; Member Relations & Services is working on this analysis

Priorities/recommendations for the upcoming year: Continuing the effort to establish enhanced membership packages and continuing to support standardized dues work across the organization; developing plan for peer-to-peer-style membership promotion project in support of ALA's membership growth and revenue goals

Other comments/information you believe will help the Association in its work: Membership Committee members are excited about the opportunity to participate in the Membership Promotion Task Force, which is becoming a great venue for idea-sharing across the association. All eligible units (divisions, round tables) should be encouraged to appoint a representative to this task force.

Submitted by: Miranda Bennett

Date Submitted: July 15, 2022