

Committee Information Update (CIU)

Appendix I: Revised Form

COMMITTEE ANNUAL REPORT

Committee Name: ALA Membership Committee

Conference Year: 2022-23

Committee Chair: Miranda Bennett

Staff Liaison: Melissa Walling

Committee Members: Mei Choong, Julie Gabb, Crystal Gates, Mandi Goodsett, Sandy Hirsh, Laura Johnson, Madhu Kadiyala, Oscar Lanza-Galindo, Ashley Mensah, Annice Sevett, 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
August 30, 2022	Virtual	12	Orientation for new committee members
September 27, 2022	Virtual	13	RTCA Co-Convenors and Staff Liaison, Charles Kratz, Mark Robison and Danielle Ponton
November 15, 2022	Virtual	12	
December 15, 2022	Virtual	13	
January 24, 2023	Virtual	13	Jennifer Cooper, volunteer on peer-to-peer recruitment from Membership Promotions Task Force
March 21, 2023	Virtual	TBD	
May 23, 2023	Virtual	TBD	
June 24, 2023	In Person	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. Support ALA strategic plan and membership growth
2. Support membership engagement through the Member Promotions Task Force and Membership Meetings
3. Continue to define and implement the improved ALA membership model

Describe interactions with other units within ALA: Committee worked closely with Round Table Dues Standardization Task Force to develop the TF's proposal and move it through the governance process, culminating in approval by ALA Council on 1/28/23. Committee worked with governance units to approve 5-year membership dues increase process (capped by Consumer Price Index). Committee collaborated with Membership Promotion Task Force and ALA Member Relations and Services Office to share ideas for member recruitment and new member engagement.

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

1. Committee worked with Round Table Dues Standardization Task Force to develop TF's proposal. Chair met with TF and shepherded proposal, as approved by Membership Committee, through the governance process, achieving ALA Council approval in January 2023.
2. Committee recommended 5-year plan to streamline routine membership dues increases, capped by the Consumer Price Index, and included organizational and corporate membership dues in this process. Proposal was approved by ALA Council in January 2023.
3. Committee began development of a peer-to-peer recruitment plan for ALA membership.
4. Committee reviewed results of Avenue M survey, which will inform future membership recruitment, retention, and engagement activities.

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.?)

The decision to run a new Avenue M member survey led the committee to request that implementation of the approved simplified membership model be delayed from the start of FY24 to the start of FY25. This freed up the committee's time to focus on the Round Table Dues Standardization Task Force's recommendations.

Priorities/recommendations for the upcoming year: Build on approval of the simplified membership model and the standardized round table dues to develop enhanced membership packages. Continue development of the peer-to-peer recruitment project. Implement a more engaging approach to Membership Meetings.

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. Future Membership Committee chairs and other aspiring leaders in the group should be encouraged to participate in future ALA Governance Institutes and/or similar professional development opportunities.

Submitted by: Miranda Bennett

Date Submitted: February 28, 2023