

American Library Association
Committee Information Update

Please note: ALA and Council committees are required to **submit an update of their activities within one-month after each Midwinter Meeting and Annual Conference.** This form will be sent to the ALA Council and the ALA Committee on Organization.

Report for Midwinter: 2013

Report for Annual Conference _____

Name of Committee: ALA Membership Committee

Committee Chair: Kay Cassell

Committee Members Present: Kay A. Cassell (chair), Renee Di Pilato, Jennifer Emanuel, C. Gaye Hinchliff, Karen Kessel, Apryl Price, Eric Resnis, Donald Roalkvam, James Teliha, and Sandy Wee. Interns: Kirby McCurtis, Jacqueline Toce. Executive Board liaison: Dora Ho. Staff liaisons: Cathleen Bourdon, Ron Jankowski.

Committee Members Absent:

Others Present: Tanya Butler

Accomplishments [at this meeting], a concise account: **Dues Proposal:** The Committee reviewed and approved the proposal to use the national average Consumer Price Index (CPI) to annually adjust dues amounts for personal members. **Affinity Program:** ALA's agreement with Bank of America to provide an affinity credit program for members will end on February 28, 2013. The committee approved the proposal to offer a credit card for members from UMB Bank, which is a multi-bank, multi-billion dollar holding company headquartered in Kansas City, MO. **Special Promotion for Small and Very Small Organizational Members:** ALA Membership Committee approved a special promotion for former small and very small organizational members.

Planned activities for upcoming year, a concise account: Monitor membership trends; identify and implement ways to improve member engagement; identify ways to improve recruitment and retention of members.

Other comments/information you believe will help the Association in its work:

Submitted by: Cathleen Bourdon for committee chair Kay Cassell

Date Submitted: February 11, 2013

Please return the completed form to Kerri Price, (kprice@ala.org) COO Staff Liaison, American Library Association, 50 E. Huron Street, Chicago, IL 60611.