

**Report of the ALA Membership Committee
2014 Midwinter Meeting, Philadelphia, PA
January 25, 2014, 1:30-2:30 p.m.**

Accomplishments

- Upon recommendation from the 2013 Emerging Leaders Group K, agreed to post to the ALA membership website a statement on how “to make the case for your employer to cover the cost of membership in your professional association.”
- Approved offering a proposed T-Mobile discount affinity program for members.
- Approved modifying the Books-A-Million affinity program to offer members discounts for online purchases. The discount on in-store purchases will not be renewed by Books-A-Million.
- Discussed and added to the proposed list of key performance indicators that will be collected for the evaluation of the use of the CPI to adjust dues. The evaluation will be conducted in 2016.

Planned activities

- Continue to monitor membership statistics and reports on retention and recruitment
- Continue to identify ways to improve the member experience
- Continue to evaluate possible affinity programs for members

Issues that affect the committee’s work and their implications for the future

- None identified at this time.

Interactions with other units within ALA

- Through the Membership Promotion Task Force, division and round table representatives meet with the Membership Committee to share information and best practices on recruitment and retention.

Relationship of the committee’s work to the ALA strategic plan

- The ALA Membership Committee supports the goal area of member engagement and organizational excellence.

Current level of committee members’ involvement

- Members have actively participated in face-to-face meetings and on the committee’s ALA Connect space.

Committee self-check on its value and viability

- The committee continues to fulfill its 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.