Accomplishments

- Reviewed affinity program criteria and decided not to make any changes. Asked staff to investigate offering a travel-related affinity program.
- Voted to offer a special limited time promotion targeted to small and very small libraries with lapsed ALA memberships.
- Began discussion of ways to celebrate and honor ALA’s 140th anniversary in 2016.
- Began discussion of a joint student membership program for ALA and the Society for American Archivists (SAA).

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
- Work with the Library History Round Table on ALA’s 140th anniversary
- Pursue possible joint memberships with SAA

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 Enabling Strategy of member involvement and engagement.

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.