

**Report of the ALA Membership Committee  
2015 Annual Conference, San Francisco, CA  
June 27, 2015, 1:30-2:30 p.m.**

**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 140<sup>th</sup> 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 140<sup>th</sup> 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.