

Report of the ALA Membership Committee
2016 Annual Conference, Orlando
June 25, 2016, 1:00-2:30 p.m.

Accomplishments

- Noted that the change in the Consumer Price Index was very low and that this would result in keeping ALA dues at the same rate next year.
- Discussed the results of the 2016 Member Satisfaction Survey and noted that 71.9% of members reported they were satisfied/very satisfied with ALA membership.
- Reviewed the timetable to discuss and recommend a dues adjustment process. The current dues structure, which ties dues to the Consumer Price Index, will end in FY18.
- The Membership Committee chair reported that she attended the Division Leadership Breakfast at Midwinter and would also attend the Breakfast in Orlando. The division leaders discussed membership recruitment and promotion activities.

Planned activities

- Review the membership recommendations from the Task Force on Equity, Diversity, and Inclusion
- 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 professional and leadership development

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.