

**Report of the ALA Membership Committee**  
**2016 Midwinter Meeting, Boston**  
**January 9, 2016, 1:00-2:30 p.m.**

**Accomplishments**

- Voted to offer EA+ as a member affinity program, subject to review by ALA legal counsel. EA+ is a non-insurance program that offers subscribers travel assistance.
- 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.
- Agreed that a joint student membership program suggested by the Committee on Archives, Libraries, and Museums would not be pursued at this time. The Membership Committee directed staff to add relevant archive/museum information to the ALA student member portal.
- Reviewed and prioritized the list of membership suggestions raised by division officers at the 2015 Annual Conference. The Membership Committee selected the following ideas to pursue in coordination with division officers: provide a discount or other incentive for joining multiple divisions or round tables; provide option for automatic membership renewal; allow members to pay monthly or in more installments than just two.

**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 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.