

**2017-2018 CD#32_12218_ACT
2018 ALA Midwinter Meeting**

Resolution on Adjusting Personal Member Dues

Whereas in the 2013 election, ALA members voted that upon the annual review and approval of the ALA Executive Board, personal member dues may be adjusted not to exceed the percentage change in the national average Consumer Price Index (CPI) for a five-year period;

Whereas the approved five-year period of tying ALA dues amounts to the Consumer Price Index ends on August 31, 2018;

Whereas using the Consumer Price Index to adjust dues between 2013 and 2017 has resulted in annual increases between \$0 and \$3;

Whereas ALA offers ten membership categories with reduced dues providing members with options to meet their needs;

Whereas based on member feedback, the small annual dues adjustments have had no measurable effect on membership over time;

Whereas the ALA Membership Committee agrees that future dues adjustments are necessary to support progress towards achieving ALA's four Strategic Directions: Advocacy, Information Policy, Professional and Leadership Development, and Equity, Diversity and Inclusion;

Whereas an adjustment to personal member dues in 2018 would result in additional funds to support ALA's Strategic Directions;

Whereas use of the Consumer Price Index to adjust dues between 2019 and 2022 would provide continuing support for ALA's Strategic Directions;

Whereas the dues proposal has been reviewed and approved by the ALA Membership Committee (9/1/17), the Budget Analysis and Review Committee, BARC (10/26/17) and the ALA Executive Board (10/28/17); and

Whereas adjustments to personal member dues require approval by ALA Council and personal members, but do not require a change to the ALA bylaws (Article I, Section 2); now, therefore, be it

Resolved, that the American Library Association, on behalf of its members, approves the personal member dues adjustment strategy and places the following two items on the 2018 ALA ballot:

1. Proposed Dues Adjustment for 2018

Beginning in September 2018, personal member dues shall be adjusted as follows:

Member Type	Current Dues	Sept. 2018 Dues
1st year	\$69	\$72
2nd year	106	110
3rd year+	140	145
Student	37	38
Earning <\$30,000	50	52
Support Staff	50	52
Retired	50	52
Associate	63	66
Trustee	63	66
Friend	63	66
International	84	87

2. Proposed Dues Schedule for 2019 -2022

Beginning in September 2019 and continuing annually through September 2022, personal member dues will be reviewed by the ALA Executive Board, which may approve a dues adjustment not to exceed the percentage change in the national average Consumer Price Index (CPI) for the previous calendar year, rounded to the nearest dollar. Any increase beyond the above provision proposed by the Executive Board will require approval by a vote of Council and a vote of ALA personal members.

Mover: Janet T. O’Keefe, Acting Chair, ALA Membership Committee, 810-275-7507
January 22, 2018

Attachment: Q&A on ALA Personal Member Dues Adjustment Proposal

**Q&A: ALA Personal Member Dues Adjustment Proposal
January 22, 2018**

1. What is the personal member dues adjustment proposal?

The proposal consists of two parts:

- a. Proposed Dues Adjustment for 2018. Beginning in September 2018, personal member dues shall be adjusted as follows:

Member Type	Current Dues	Sept. 2018 Dues
1st year	\$69	\$72
2nd year	106	110
3rd year+	140	145
ALA Student	37	38
Earning <\$30,000	50	52
Support Staff	50	52
Retired	50	52
Associate	63	66
Trustee	63	66
Friend	63	66
International	84	87

- b. Proposed Future Dues Schedule for 2019-2022:
Beginning in September 2019 and continuing annually through September 2022, personal member dues will be reviewed by the ALA Executive Board, which may approve a dues adjustment not to exceed the percentage change in the national average [Consumer Price Index \(CPI\)](#) for the previous calendar year, rounded to the nearest dollar. Any increase beyond the above provision proposed by the Executive Board will require approval by a vote of Council and a vote of ALA personal members.

2. When was the last adjustment made to personal member dues and why is this proposal being presented now?

In the 2013 election, ALA members voted to establish a five-year personal dues adjustment mechanism not to exceed the percentage change in the national average Consumer Price Index (CPI) beginning in September 2013 and continuing annually through September 2017. During this period, the ALA Executive Board annually reviewed the change in the CPI and approved adjustments to ALA dues levels. (See chart in the Addendum for dues rates from 2013 through 2017.) On August 31, 2018, the approved five-year period of tying ALA dues amounts to the Consumer Price Index (CPI) ends.

The ALA Membership Committee is charged to assess needs and make recommendations concerning membership dues. The ALA Membership Committee is now recommending an adjustment to dues in September 2018 (see chart in question 1), followed by using the CPI to adjust dues from 2019 to 2022. The adjustment in September 2018 will provide an additional \$85,000 to support the Strategic Directions.

Since the 2013 ALA election and the implementation of using the CPI to adjust dues amounts, ALA has aggressively implemented the goals of ALA's Strategic Directions, developed with input from thousands of ALA members. ALA's Strategic Directions call for an increasingly active and proactive association, and though great progress has been made, ALA has reached its financial limit. A dues adjustment is necessary to continue the work that has begun.

Like our member libraries, ALA works continuously on reducing its expenses and improving efficiency. ALA will continue to seek cost savings and generate as much non-dues revenue as possible, but the small proposed dues adjustment is also needed to meet our goals.

3. How will using the Consumer Price Index affect my dues?

If the Consumer Price Index goes up, your dues could go up by that percentage if the ALA Executive Board approves the change. If there is no change or a decrease in the CPI, your dues will stay the same. Basing dues rates on an index allows for small, incremental increases as opposed to larger increases that are necessary if the adjustments are made only every 5-10 years. With an average CPI increase of 2% a year, this would translate into \$1-\$3 based on your membership type. These small increases spread over thousands of members will provide ALA with consistent financial resources to help advance the goals in the ALA Strategic Directions.

4. If this proposal is approved, the new rate in September 2018 for third-year+ members would be \$145. How does this rate compare to dues for other national associations?

Here are the current dues amounts for other national associations:

- American Association of Law Libraries: \$242
- American Society of Information Science and Technology: \$140
- ISTE: International Society for Technology in Education: \$125 (basic); \$305 (premium)
- Medical Library Association: \$195
- National Council of Teachers of English: \$50
- Special Libraries Association: \$200

5. If the dues are adjusted, what added value will my ALA membership offer?

This dues adjustment would allow ALA to augment valuable work on the goals in the ALA Strategic Directions, including:

- **Advocacy:** Supporting the efforts of advocates in increasing funding for libraries of all types by expanding on-line training opportunities and other resources. Promoting the value of libraries by expanding resources in the Libraries Transform Campaign. Maintaining effective advocacy at the federal level for legislation that preserves and promotes fundamental library values by lobbying Congress, partnering and working with others and engaging in grassroots advocacy on behalf of the public and all types of libraries.
- **Information Policy and Intellectual Freedom:** Continuing to advocate in diverse policy areas including intellectual freedom, privacy, civil liberties, telecommunications, funding for education and research programs, copyright and licensing, open access, government information, and literacy.
- **Professional and Leadership Development:** Providing professional development and leadership opportunities by expanding in-person and on-line training programs.
- **Equity, Diversity and Inclusion:** Supporting equity, diversity and inclusion is a fundamental value of the association, its members and library workers. This includes developing resources and providing training on recruitment and retention, personal and professional leadership, organizational change, team and capacity building, and service strategies for diverse user populations.

6. Can we raise the funds we need through other sources?

Dues are the most reliable source of income for any association, but dues make up only about 20 percent of ALA's operating income. For every dollar paid by members, ALA generated another four dollars through conferences, publishing, workshops and grants. The ALA Strategic Directions call for the association to develop and sustain the resources required to ensure the vitality of the association, its programs and services. The dues adjustment is only one part of the overall strategy needed to meet our goals and the challenges ahead. ALA continues to pursue new sources of revenue and is working on a new strategic development program.

7. I understand that the costs of most things go up over time. How is ALA helping me make my membership affordable?

ALA offers numerous helpful options for many types of members, including:

- Reduced rates for individuals whose income is \$30,000 or less. This dues category helps those in career transition and those just beginning their careers.
- Discounted rates for students for up to five years to accommodate graduation schedules.
- Discounted joint ALA-Chapter membership programs for students.
- First- and second-year ALA membership discounts for new professionals.
- Discounted rates for library support staff members, retired members, international members, and trustees and friends.
- Installment plan to pay dues in two equal installments. ALA is also looking at ways to expand the payment plan and is assessing members' interest in auto-payments of dues via credit card.

- Life Membership, offering personal members the opportunity to join now as a Life Member and save money in the process. These dues range from \$1,400 to \$2,000 depending on the member's current age.

8. Who needs to approve this dues proposal?

ALA members must approve the dues proposal via the ALA ballot. To appear on the ballot, it must be approved by the following member groups: the ALA Membership Committee, the Budget Analysis and Review Committee (BARC), the ALA Executive Board, and ALA Council. The Membership Committee approved the proposal on August 1, 2017, BARC approved it on October 26, 2017 and the ALA Executive Board approved it on October 28, 2017. The proposal will be reviewed by Council during the 2018 Midwinter Meeting. If approved by Council, ALA members will vote on the dues proposal on the ALA ballot in spring 2018. If approved by the ALA membership, it will take effect on September 1, 2018.

9. More questions?

Your questions/comments are welcome. Please send them to Ron Jankowski, Membership Director, rjankowski@ala.org.

Addendum

Personal Dues Schedule September 2013-2017

Member Type	2013	2014	2015	2016	2017
1st year	\$ 66	\$ 67	\$ 68	\$ 68	\$ 69
2nd year	\$100	\$102	\$104	\$104	\$106
3rd year+	\$133	\$135	\$137	\$137	\$140
ALA Student	\$ 34	\$ 35	\$ 36	\$ 36	\$ 37
Earning < \$30,000	\$ 47	\$ 48	\$ 49	\$ 49	\$ 50
Support Staff	\$ 47	\$ 48	\$ 49	\$ 49	\$ 50
Retired	\$ 47	\$ 48	\$ 49	\$ 49	\$ 50
Trustee	\$ 60	\$ 61	\$ 62	\$ 62	\$ 63
Friends	\$ 60	\$ 61	\$ 62	\$ 62	\$ 63
Associate	\$ 60	\$ 61	\$ 62	\$ 62	\$ 63
International	\$ 80	\$ 81	\$ 82	\$ 82	\$ 84