

**YALSA Board of Directors Meeting  
ALA Midwinter Meeting, Boston  
January 8 – 12, 2016**

**Topic:** Dues Categories and Rates

**Background:** Recent practice has been that the Board makes time to evaluate YALSA's dues structure and policies every five years in order to ensure that the organization 1) has adequate entry points in the organization for individuals who may want to participate in YALSA; and 2) has adequate funds to support programs and services for members. 2010 was the last time the Board had a discussion about dues. The last change to YALSA's dues structure went into effect in September 2011 when a category was created for non-salaried members and regular member dues were raised from \$50 to \$60, student dues were raised from \$20 to \$25 and corporate dues were raised from \$60 to \$70. Any proposed changes to YALSA's dues structure must be put to a vote before the YALSA membership. At our meetings at Annual Conference the YALSA Board discussed the pros and cons of revising the methods the association uses for determining dues - the Board document that provided the framework for this conversation is available at [http://bit.ly/ann15\\_duesdoc](http://bit.ly/ann15_duesdoc). At that time the Board approved placing on the 2016 ballot a bylaws change that would ask members to vote for regular dues changes based on the CPI. This would change the current practice of the YALSA Board analyzing dues about every five years and then determining if an increase was warranted. At the same time that the Board voted to move forward with the CPI ballot initiative, they also asked the Capacity Building Standing Committee to determine if YALSA should also revise the dues structure and categories in any way. The Capacity Building Standing Committee, chaired by Linda Braun, developed the following proposal for the Executive Committee to consider.

**Action Required:** Action

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**Capacity Building Committee Research**

Following Annual Conference the Capacity Building Standing Committee performed several rounds of research in order to collect data. This included looking at the CPI over a 10 year period to get an idea of how the YALSA dues structure would and wouldn't be affected by the change to a CPI-based framework. (See table 1 below.) In the past 10 years, the CPI has varied from a high of 3.8 to a low of -0.4. The Committee also looked at the dues structures and benefits of ALA divisions and other member organizations. (See tables 2 and 3 below.) As a result of this research the Committee found:

- YALSA dues increases over the past nine years have mainly kept pace with the rate of inflation. Had YALSA instituted the CPI concept in 2006, members would see little difference in their rates today and membership would have avoided additional votes to increase dues.
- YALSA provides some of the best benefits for members within ALA. The quality and quantity of benefits is higher than most of the other divisions. It is important to add that the benefits not included as a part of dues- networking opportunities, blogs, toolkits, etc. - bring the return on investment for members and non-members for YALSA to an extremely high level.
- Highlighting some of the intangibles as benefits is a way to market all that YALSA provides to those paying dues. Focusing on what members receive that are not tactile can help demonstrate YALSA’s value to members as well as draw in new members.
- Looking at non-ALA member-driven associations shows there are models of membership that can help to highlight the value of YALSA to the youth development community. Membership in the “advocate” area may be leveraged in order to demonstrate to those not working in libraries the value of YALSA to their work.
- About 30% of YALSA’s revenues come from dues. The rest comes from product sales, events, donations, sponsorship and grants. In the past 5 years, grant funds as a portion of YALSA’s revenue has varied in between 14% and 46%. In order to remain fiscally healthy, YALSA cannot be dependent on such an unpredictable funding stream and must ensure that stable streams like dues are strong.

**TABLE 1**

Dues	FY08	FY09	FY10	FY11	FY12	FY13	FY14	FY15
	213,459	216,082	207,366	209,044	220,194	236,718	232,956	234,044

Total dues revenues have been flat for the past three fiscal years. In order to implement a new organizational plan, YALSA will likely need to see growth in this revenue stream. This will have to come from a successful recruitment campaign, an increase in dues rates, or a combination of both.

**TABLE 2**

Member types	Division Dues today	If we started CPI in 2006 (base rate \$50)	If we started CPI in 2013 (base rate \$60)
Regular	\$60	\$59	\$61
Student	\$25	\$24	\$26
Corporate	\$70	\$71	\$72
Organizational	\$70	\$71	\$72
Retired	\$25	\$24	\$26

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<b>Non-Salaried</b>	<b>\$25</b>	<b>\$24</b>	<b>\$26</b>
<b>Advocate</b>	<b>\$25</b>	<b>\$24</b>	<b>\$26</b>
<b>Estimated Dues Collected</b>	<b>\$240,525</b>	<b>\$236,533</b>	<b>\$246,409</b>

**TABLE 3**

Membership Dues and Types					
	ALA	YALSA	ALSC	AASL	PLA
regular	\$68 1 <sup>st</sup> yr, \$104 2 <sup>nd</sup> yr, \$137 3+ yrs	\$60	\$50	\$50	\$72
student	\$36	\$25	\$20	\$20	\$31
non-salaried	\$49	\$25	\$35	\$25	\$51
retiree	\$49	\$25	\$35	\$25	
international	\$82	\$60			\$70
friends	\$62	\$25	\$25		\$70
trustees	\$62	\$25			\$70
Organizational	Varies by size	\$70	\$55	\$75	\$100
Membership Benefits					
	ALA	YALSA	ALSC	AASL	PLA
publication (YALS) --print & digital		quarterly	quarterly	bi-monthly	bi-monthly
ALA & division publication & elearning discounts		10%	10%	10%	10%
grants		150000 (approx)	\$100,000	\$50,000	\$18,000

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professional development resources		50 webinars available for free	10% discount on online courses some free webinars	webinars	20% discount on webinars
newsletter		weekly	quarterly	monthly	monthly
travel scholarships		yes	yes	yes	yes
mentor program		yes	yes	no	periodically through the leadership academy
member recognition/awards		yes			

**Table 4**

<u>ISTE</u>						
Membership Type	Rate	Publications	Discounts	Professional Development	Career Tools	Connections
Basic	\$125	Publications Free ebook Monthly enews	Discount on Conference Store Discount	Webinar Archive Library Member Webinars	Resume Posting	PLN and Volunteering
Premium	\$305	Publications Free ebook Monthly enews All ISTE Journals	Discount on Conference Store Discount	Webinar Archive Library Member Webinars	Resume Posting Job Posting	PLN and Volunteering

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<u>National Afterschool Alliance</u>						
Membership Type	Rate	Publications	Discounts	Professional Development	Career Tools	Connections
Ambassador	Free	Enews	Discount on Conference Discounts on Materials PD Discounts	Virtual Conference		Nominating & Voting
Executive	\$99	Enews Monthly Member eMessage	Discount on Conference Discounts on Materials PD Discounts	Virtual Conference International Learning Exchange		Nominating & Voting
Advocate	\$350		Discounts on Advertising Discounts on Exhibit Space			Access to Mailing List Information

<u>NCTE</u>						
Membership Type	Rate	Publications	Discounts	Professional Development	Career Tools	Connections

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Individual	\$50	Member Journal Weekly enews	Discounts on books, etc Discounts on conferences Discounts on webinars		Job Posting	Connected Community Access
Student	\$25	Member Journal Weekly enews	Discounts on books, etc Discounts on conferences Discounts on webinars		Job Posting	Connected Community Access
School	\$750/school building	Member Journal Weekly enews Monthly School Oriented enews Group access to eBook titles	Discounts on books, etc Discounts on conferences Discounts on webinars		Job Posting	Connected Community Access

<u>ARSL</u>						
Membership Type	Rate	Publications	Discounts	Professional Development	Career Tools	Connections

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Students, Retirees, Friends, Trustees, Volunteers, & Library Staff Level 3 (making \$14,999 or less per year):	\$9	Quarterly enews	Discount on conferences			Governance opportunities Access to membership directory Volunteer opportunities
Library Staff Level 2 Membership (Library Staff making \$15,000-\$29,999 per year)	\$19	Quarterly enews	Discount on conferences			Governance opportunities Access to membership directory Volunteer opportunities
Library Staff Level 1 Membership (Library Staff making \$30,000 or more per year)	\$39	Quarterly enews	Discount on conferences			Governance opportunities Access to membership directory Volunteer opportunities
Individual Membership Premier (Includes \$10 conference scholarship contribution)	\$49	Quarterly enews	Discount on conferences			Governance opportunities Access to membership directory Volunteer opportunities
Institutional Membership (Three library employees receive membership benefits)	\$150	Quarterly enews	Discount on conferences			Governance opportunities Access to membership directory Volunteer opportunities

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Business Membership	\$200		\$50 discount on exhibit space at annual conference and registration for up to 2 representatives of your organization			One complimentary electronic copy of ARSL member mailing list Complimentary weblink on the ARSL website Complimentary space for a “Lunchtime Seminar” at the annual conference (business member provides lunch)
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**Recommendations**

As YALSA moves forward with organizational planning and better alignment of initiatives to the Futures Report, the changes in dues structure and categories could have a positive impact on that alignment. With that in mind, the Capacity Building Committee developed several options for the Executive Committee to consider in order to move forward (please note, the options are not mutually exclusive). For the 2016 election the Board could put one or more of the items below on the ballot for the members’ consideration:

**Option 1**

place only the CPI initiative on the ballot. This will bring in an estimated \$5,395 per year moving forward.

**Option 2**

propose raising dues for organizational members from \$70 to \$100 beginning in FY17 to bring in an estimated additional \$7,920 in revenue for FY17 and an additional estimated 2.3% in following years.

**Option 3**

propose raising dues for regular members from \$60 to \$65 beginning in FY17 to bring in an estimated \$16,035 for FY17 and an additional estimated 2.3% in following years.

**Potential Dues Category Addition**

Along with the above options the YALSA Board will want to consider working with ALA to explore the possibility of creating and implementing an Ambassador dues category (this is different than the Advocate category already in place). This category of membership would be no cost; however, it would require registering as an Ambassador member of ALA/YALSA. Benefits would include items that are of low or no cost to the organization, such as access to the e-news, members only resources on the YALSA site, and other digital resources that may



become available. Creating a category for these benefits may help to highlight YALSA's value in a new way to a wider-range of users.

### **Next Steps**

The YALSA Board determine how they would like to move forward with the dues revisions in order to develop measures for the 2016 YALSA ballot.

### **Additional Resources**

ALA Council Approves Dues Adjustment Proposal

<http://www.ala.org/news/pressreleases/2013/02/ala-council-approves-dues-adjustment-proposal>

Annual 2015 Dues Structure Evaluation Document

[http://bit.ly/ann15\\_duesdoc](http://bit.ly/ann15_duesdoc)

PLA 2011 Ballot Item

<http://www.ala.org/pla/about/board/election/ballotitemsqa>

When Should You Raise Dues?

<http://institute.uschamber.com/when-should-youraise-dues/>

YALSA Bylaws

[http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/BYLAWS\\_2014approvedchanges.pdf](http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/BYLAWS_2014approvedchanges.pdf)