TO: ALA Executive Board

RE: Report of Membership Variables

ACTION REQUESTED/INFORMATION/REPORT: Information only

ACTION REQUESTED BY: Kathy Rosa, Director of Library and Research Center.

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DRAFT OF MOTION: N/A

DATE: February 5, 2018

BACKGROUND: This report contains information about member demographics, membership counts, the librarian job outlook, LIS program enrollment and LIS & iSchool student membership opportunities.

AVAILABILITY:

ATTACHMENTS: *PDF Membership Variables Report ALA Executive Board MW18*

ALAAmericanLibraryAssociation

ALA MEMBERSHIP VARIABLES

Report to ALA Executive Board MW18

Abstract

This report contains information about member demographics, membership counts, the librarian job outlook, LIS program enrollment and LIS & iSchool student membership opportunities.

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ALAAmericanLibraryAssociation

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Member Demographics[i]

Beginning in May 2005, ALA invited members to participate in a brief demographic survey. As of January 9, 2017, 37,666 current members have participated in this voluntary, self-selected survey. 74% of current members have participated in the survey. The categories of information include gender, age, race, family origin or ethnicity, disability and degrees awarded. The tables below list percentages for each category for 2014 and 2017, except for disability. Members who self-identified as having a disability include 2.8% in 2014, and 2.91% in 2017.

Table 1 Percentage of Members by Gender

Gender	2014	2017
Female	81	81
Male	19	19

Table 2 Percentage of Members by Age Category

Member Ages	2014	2017
75+	1.1	2.3
65-74	8.4	13.5
55-64	24.3	21.5
45-54	20.7	21.7
35-44	21.8	22.8
25-34	20.9	17.1
Under 25	2.7	1.1

Table 3 Percentage of Members by Race, Family Origin, or Ethnicity.
Members may select one or more of the options.

Race, Family Origin or Ethnicity	2014	2017
American Indian or Alaskan Native	1.1	1.2
Asian	3.5	3.6
Black or African American	4.3	4.4
Hawaiian or Other Pacific Islander	0.3	0.2
White	87.1	86.7
Other	3.7	4.0
Hispanic or Latino Ethnicity	3.9	4.7

ALA Members by Degrees Awarded

Personal ALA members are individuals who may be Librarians, other Library Staff, Students, Friends, Trustees, International Members with varied credentials, etc.

Table 4 Degrees Held by Members. Members can select all degrees that apply.

Degree	2014	2017
Associate		6.7
Bachelor's		58.1
MLS	63.7	61.7
Master's degree (other than MLS)	26.4	25.8
PhD	4.4	4.5

Current Member Counts[i]

- The total ALA membership roster at the end of December 2017 stood at 57,221 compared to 56,445 in December 2016 – a 1.37% increase.
- The number of personal members is up to 51,940 compared to 50,677 last year – a 2.49% increase. Personal members include librarians, students, Friends, Trustees, International, and other individuals.
- Student membership grew by 3.3% with 7,603 members compared to 7,360 last year.
- There were also small increases in Trustee, Associate, International, Life, and Friend member categories.
- Seventeen round tables had increased membership and one had flat membership: EMIERT, FAFLRT, GAMERT, GLBTRT, IFRT, IRRT, LearnRT, LHRT, LIRT, LRRT, LSSIRT, MAGIRT (flat) NMRT, RMRT, SRRT, STORT, SustainRT, and VRT.
- Four divisions, AASL, ALSC, LLAMA, and PLA had membership growth.

Employment

- The job outlook for librarians, 2016-26, is 9% compared to 2% in the 2014-2024 projection.[ii]
- In the libraries and archives employment sector, the total employed by % include[iii]
    - Women 76.5
    - White 84.9
    - Black or African 9.1
    - American Asian 4.3
    - Hispanic or Latino 8.4

Table 5 Librarian Employment by Type of Library [iv]

Type of Library	Employment	Percent of Total Employment
School Libraries	47,630	40.1%
Public Libraries	39,790	33.5%
Academic Libraries	24,370	20.5%
Other Information Services	6,940	5.8%

LIS Programs

- ALA Accredited Programs Enrollment -- 15,197 (2014), 15,491 (2015), 15,445, (2016)[v]
- There are 64 ALA Student Chapters.
- Students have several other choices for professional memberships. Example student membership opportunities include:[vi]
  - iDiversity promotes awareness of inclusivity, diversity, and accessibility within the information professions.
  - Information Science Society
  - Master of Information Management Student Association (MIMSA)
  - Student Archivists at Maryland (SAM)
- Terps for Disability Justice is a community of disabled students and allies who advocate for programs and policies that help disabled students, educate the campus community about disability, and combat ableism and exclusion.
    - Community Informatics Club
    - Community Informatics Club aims to provide opportunities for activism and connections with local community efforts, social and professional development, and an extension to the Community Informatics (CI) program.
    - Connections supports new students through mentorship, encourages collaboration between professional organizations, and promotes networking across all aspects of the iSchool community.
    - Chinese Student Group
    - iSchool Data Science Club
    - iSchool Alumni Association
    - Progressive Librarians Guild
    - Queer Library Alliance

Recommendations

I would like to recommend that we begin to look at ALA Membership in a holistic way using a management model, such as PESTLE (Politics, Economy, Socio-cultural, Technology, Legal, Environment). Developing an awareness of external factors helps inform what programs and

services could be offered by ALA. This approach would require communications and planning among the staff and members who work on various parts of ALA that may be related to sustaining membership totals. Below is a very brief example of PESTLE applied to ALA.

Political

- Stability of government, funding, grants, IMLS initiatives
- Technology policy
  - ESSA , for example, can be tracked to see if schools use the option of funding school libraries and librarians. This success could lead to an increase in AASL/ALA members.
  - The loss of Net Neutrality will affect not just individuals, but also library expenditures.

Economy

- Ups and downs of the economy affect library spending, including funds for staff memberships and professional development.
- Employment shifts affect public library services; i.e. college enrollment, job searches

Socio-cultural

- Diversity, Equity & Inclusion
- Immigration
- Conference locations

Technology

- Rapid technology changes
- Member expectations
- Diversification of LIS & iSchool programs

Legal

- Employment Law
- Regulations & Standards

Environment

- Sustainability of library buildings
- Weather Patterns

Conclusion

There seems to be a trend for hiring library staff for libraries based on the needed skill sets and degree, rather than hiring an MLS holder. I am currently conducting a content analysis of the titles and skill sets as described in the ads in ALA Joblist. The study will map the current trends in library jobs. This study will build on a similar study by Reeves & Hahn (2010)[vii].

Endnotes

[i] The demographic data is published in a separate report authored by Kathy Rosa and Kelsey Henke. The report can be found at http://www.ala.org/tools/research/initiatives/membershipsurveys.

[i] Data retrieved from ITTS, December 2017 Membership Statistics Report.

[ii] Data retrieved from 2017 Occupational Outlook Handbook at https://www.bls.gov/ooh/education-training-and-library/librarians.htm.

[iii] Data retrieved from the BLS Current Population Survey at https://www.bls.gov/cps/cpsaat18.htm

[iv] Data retrieved from the BLS Occupational Employment Statistics at https://www.bls.gov/oes/current/oes254021.htm#nat

[v] Enrollment data provided by Karen O'Brien, Director, ALA Office for Accreditation.

[vi] Sample student membership opportunities retrieved from various LIS program sites.

[vii] K. Reeves, Robert & Hahn, Trudi. (2010). Job Advertisements for Recent Graduates: Advising, Curriculum, and Job-seeking Implications. Journal of Education for Library and Information Science. 51. 103-119. 10.2307/20720488.