

**EBD #12.14
2019-2020**

TO: ALA Executive Board

RE: ALA Membership Report

ACTION REQUESTED/INFORMATION/REPORT:
Information report

ACTION REQUESTED BY:
Melissa Walling, CAE, IOM, Director, Membership Development and Customer Service.

CONTACT PERSON:
Melissa Walling, mwalling@ala.org, ext. 2159

DRAFT OF MOTION:
N/A

DATE: October 4, 2019

BACKGROUND:
Final report on FY2019 membership dues and budget performance; FY20 dues rates and FY20 focus areas; membership data & statistics;.

ATTACHMENTS:
Report and additional membership information

ALA Membership Dues (FY19 Year End):

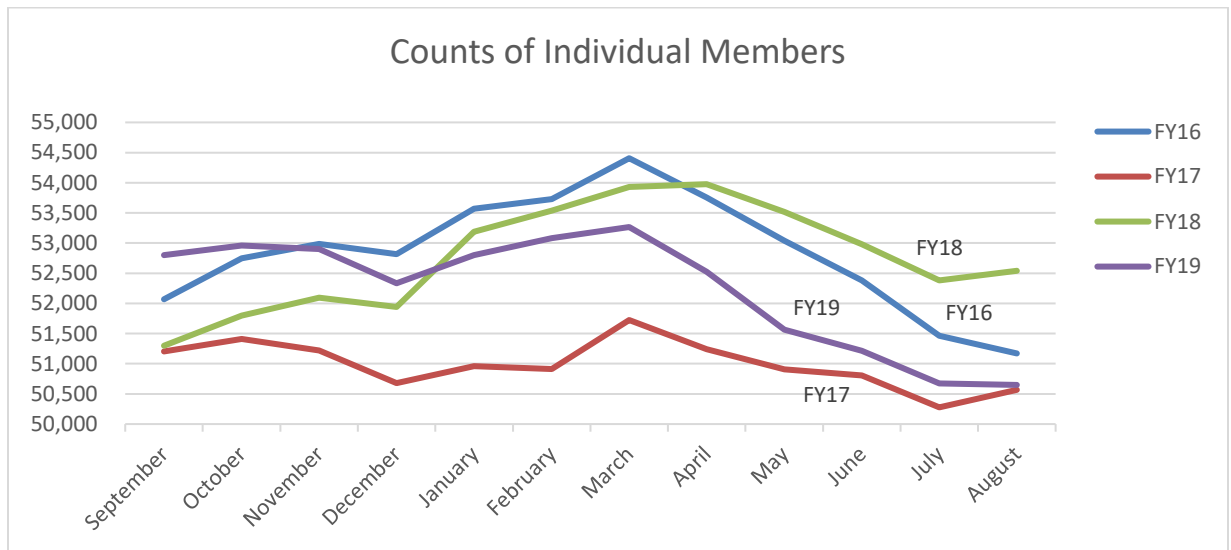
Total Revenues Budgeted/Actual/Remaining:	\$ 5,391,800	\$ 5,309,136	\$ (82,664)
Total Expenses Budgeted/Actual/Remaining:	\$ 100,000	\$ 101,716	\$ (1,716)
Contribution Margin:	\$ 5,291,800	\$ 5,207,420	\$ (84,380)

We had a negative variance on membership dues of \$84,380 or 2% for FY19. A portion was due to processing errors related to the e-commerce system. These errors were fixed over the summer and half of the miscalculated funds were credited back to the account by the provider; however, we lost \$24,378 in membership dues revenue which will not be recovered. This issue was corrected in May of 2019 and should not have any future impact on dues revenue.

The remaining loss of \$60,002 is due to the reduction in membership recruitment activities in FY19. The membership team was down two key positions during the year which impacted the team’s ability to focus on recruiting new members to the association. The result was that we recruited 6.53% less individual members and 7.14% less organizational members than in FY18 which was reflected in our membership revenue. We concluded FY19 with a fully staffed team.

Individual Memberships:

We are ending FY19 with **50,649 personal (individual) members and 56,049 total members**. While that is a 3.14% decline from FY18 where we had 57,866 total members, our membership numbers are lower in the odd years because of the Division conference cycle. A more accurate comparison is to FY17 when we had 50,570 individual members and 56,286 total members. The comparison to FY17, reflects only a slight decline in our total membership, and a slight increase in our individual members. Our largest area of growth remains student members which now represent 16% of our individual members (8,282 members).



Organizational and Corporate Memberships:

Group memberships had growth, (6.79%) which are the United for Libraries Members, while Non-Profits grew (9.02%). Large Libraries also had growth. Very Small, Small, Medium, Very Large Library, Chapter, State and Corporate memberships are down. International organizational memberships stayed the same.

Division Memberships (represents member counts through end of fiscal year):

We are ending FY19 with 50,313 Division members. Overall, ALA had a 2% decline in memberships in Divisions when compared to FY17, and a 4.7% decline when compared to FY18. Three Divisions experienced growth this year - AASL had a 0.66% growth in membership due to growth in student members, ASGCLA had a 19.32% growth due to a merger with FAFLRT and UNITED had a 4.91% growth.

End of Fiscal Year	AASL	ACRL	ALCTS	ALSC	ASGCLA	LITA	LLAMA	PLA	RUSA	UNITED	YALSA	Total
2010	8,259	12,126	4,149	4,001	813	3,412	4,346	10,408	4,265	1,168	5,296	58,243
2011	8,000	12,478	4,178	3,886	775	3,444	4,080	9,053	4,135	1,458	5,309	56,796
2012	7,392	11,829	3,920	3,883	715	3,258	4,086	9,616	3,898	1,287	5,167	55,051
2013	7,362	11,944	3,826	3,894	796	3,116	4,022	8,488	3,740	1,267	5,092	53,547
2014	7,285	11,010	3,649	3,992	771	2,900	3,771	8,927	3,457	1,200	5,129	52,091
2015	6,896	11,181	3,563	3,921	797	2,720	3,675	7,792	3,368	1,130	5,084	50,127
2016	6,610	10,592	3,407	4,096	805	2,595	3,654	8,840	3,264	4,362	4,973	53,198
2017	6,449	10,495	3,348	4,183	758	2,467	3,654	7,779	3,133	4,494	4,765	51,525
2018	7,242	10,260	3,209	4,320	766	2,370	3,630	9,392	2,961	4,052	4,612	52,814
2019	7,290	10,157	3,072	3,950	914	2,134	3,555	7,893	2,798	4,251	4,299	50,313
Year Over Year	Increase	Decrease	Decrease	Decrease	Increase	Decrease	Decrease	Decrease	Decrease	Increase	Decrease	Decrease
Variance 2017-2019	13.0%	-3.2%	-8.2%	-5.6%	20.6%	-13.5%	-2.7%	1.5%	-10.7%	-5.4%	-9.8%	-2.4%

Round Table Memberships (represents member counts through end of fiscal year):

Total Round Table membership has grown the past few years and we now have nearly 18,000 Round Table members. Round Tables have grown by 17% when compared to FY17 and experienced an increase since FY18 as well. The largest Round Table is the Social Responsibilities Round Table (SRRT) with 1,872 members and our newest Round Table, Graphic Novel and Comics Round Table (GNCRT) has grown to nearly 800 members. Sustainability Round Table has grown significantly due to offering complimentary student memberships.

Based on our end of year personal membership counts, all Round Tables with at least 506 total members will be entitled to elect a Councilor and GNCRT will be able to elect a Councilor for the first time.

End of Fiscal Year	EMIERT	ERT	FMRT (VRT)	GAMERT	GNCRT	GODORT	IFRT	IRRT	LEARNRT	LHRT
2010	603	616	241			917	1515	1861	366	497
2011	566	626	534			876	1453	1846	343	472
2012	562	590	529	251		826	1311	1862	326	431
2013	580	531	456	348		762	1222	1858	334	425
2014	581	521	412	402		726	1144	1793	301	378
2015	604	521	418	474		698	1118	1708	276	370
2016	637	504	407	502		633	1111	1681	291	352
2017	800	478	467	650		602	1244	1641	340	389
2018	918	408	591	753		551	1254	1698	382	405
2019	954	374	664	745	788	544	1250	1582	417	431
Year Over Year Trend	Increase	Decrease	Increase	Decrease	Increase	Decrease	Decrease	Decrease	Increase	Increase
Variance 2017-2019	19%	-22%	42%	15%	100%	-10%	0%	-4%	23%	11%

LIRT	LRRT	LSSIRT	MAGIRT	NMRT	RMRT	RRT (GLBTRT)	SRRT	SORT	SUSTRT	Total
1514	1553	510	347	1917		914	1409	160		15671
1591	1505	442	318	1945	115	914	981	160		15453
1516	1333	446	301	1709	158	913	882	133		14705
1602	1259	471	329	1515	183	943	861	150		14314
1497	1141	399	297	1436	202	930	785	137	150	13610
1533	1143	351	302	1206	215	1063	971	148	193	13620
1504	1140	330	298	1085	223	1114	1078	140	237	13566
1653	1252	406	297	1262	248	1295	1445	148	362	15353
1769	1354	419	268	1487	295	1414	1809	180	900	16855
1784	1311	418	266	1426	321	1457	1872	188	1141	17933
Increase	Decrease	Decrease	Decrease	Decrease	Increase	Increase	Increase	Increase	Increase	Increase
8%	5%	3%	-10%	13%	29%	13%	30%	27%	215%	17%

FY20 Membership Dues Update

Effective September 1, 2019, the ALA Executive Board approved an FY20 membership dues increase that went into effect. To provide context, in the 2018 election ALA members voted (7,420 (72.2%) to 2,862 (27.8%)) to establish a five-year personal dues adjustment mechanism not to exceed the percentage change in the national average Consumer Price Index (CPI) beginning with FY19 dues and running through FY23. Personal member dues are to be reviewed by the ALA Executive Board annually.

The FY20 budget for ALA membership dues was developed with a 2.2% CPI adjustment and is as follows:

Member Type	FY20 Dues
1 st Year	\$74
2 nd Year	\$112
3 rd year +	\$148
Student	\$39
Earning <\$30,000	\$53
Support Staff	\$53
Retired	\$53
Associate	\$67
Trustee	\$67
Friend	\$67
International	\$89

The membership dues for the joint student membership program with ALA Chapters will remain at \$42 for the upcoming year. Two additional chapters have joined the program, Illinois Library Association and Wyoming Library Association, bringing the total number of participating chapters to 48.

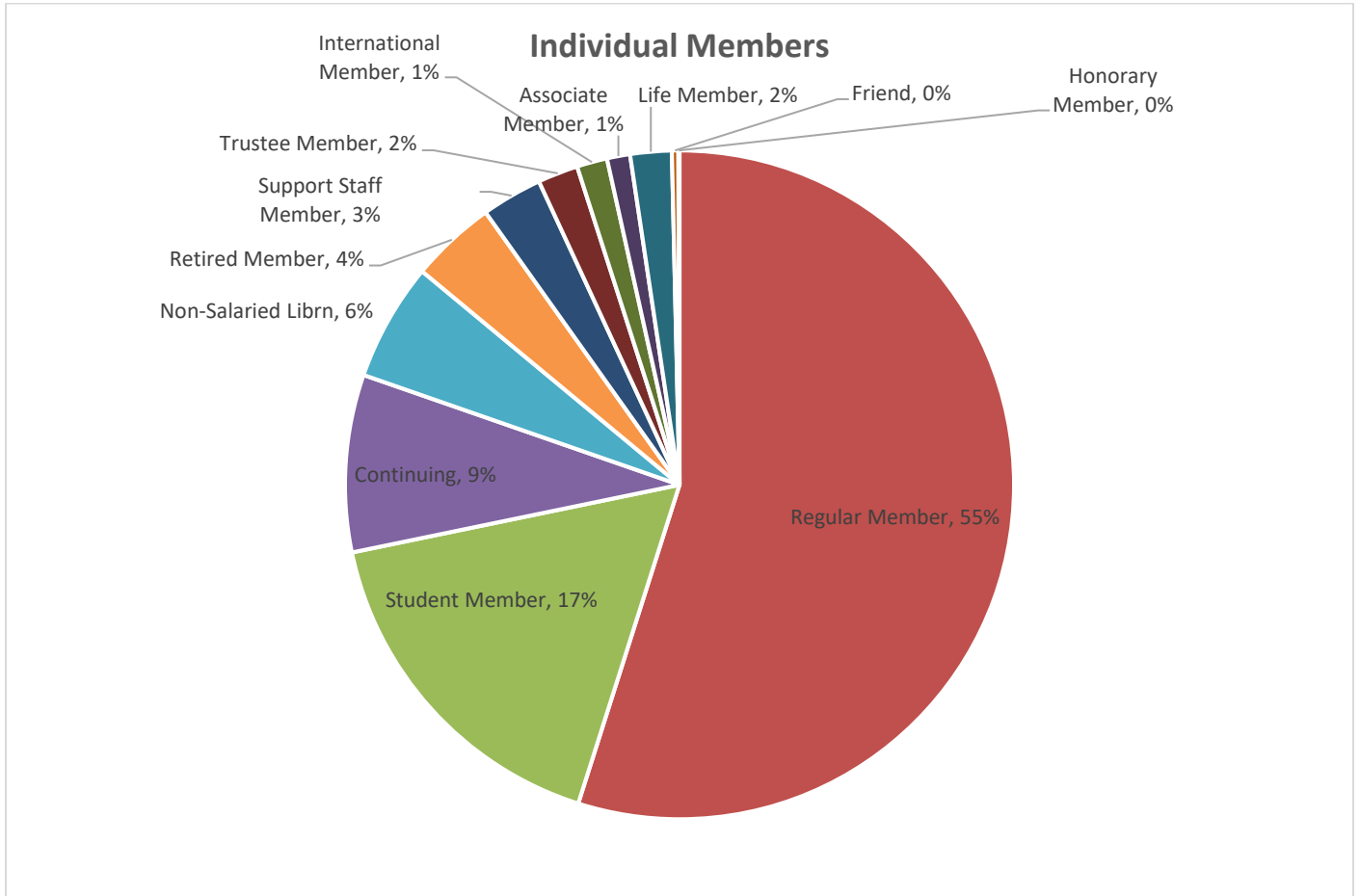
FY20 Activities and Focus Areas

The key drivers of dues revenue are membership retention, recruitment and engagement. The membership team has a plan in place for FY20 which focuses on these three key areas and we have some successes to celebrate. In the area of **membership retention**, we have engaged an outside firm to conduct personal phone calls to unpaid members prior to their membership lapsing. This program will begin this fall and 42% of associations indicate that a phone call is one of their top three drivers of membership revenue. We are also continuing our work with IT to expand installment and auto-renewal options.

With membership engagement, the ALA new member welcome emails are now sent daily, Divisions are also typically sent daily, and the Round Table welcome emails are sent every Friday. This standardization builds a cohesive membership experience and provides us with analytics about engagement which we will use to evolve the communications over time. Lastly, **membership recruitment efforts are underway** and we have a dedicated Member Promotions Task Force which will meet at Midwinter to discuss membership best practices across all Divisions and Round Tables. We have also included "join" messages on ALA Editions/Neal-Schuman promotions and are working with our conference teams (both ALA and Divisions) to encourage joins with conference attendance.

Membership Data & Statistics – End of FY19

Count of Personal (Individual) Members:	50,649
Count of Organizational Members:	5,248
Count of Corporate Members:	152
Total:	56,049



Division and Round Table Memberships

For our individual members, 35% of them are in neither a Division or a Round Table. For those who choose to join a Division or Round Table, they primarily join only one. Regular Members (our largest membership type) primarily choose to become Division members. 77% of Regular Members have joined a Division; whereas 20% of Regular Members are members of a Round Table.

Division Engagement – All Individual Members

60% of individual members are in a Division

- 68% are in 1 Division
- 24% are in 2 Divisions
- 8% are in 3 or more Divisions

Round Table Engagement – All Individual Members

20% of personal members are in a Round Table

- 63% are in 1 Round Table
- 21% are in 2 Round Tables
- 16% are in 3 or more Round Tables

Average Price Per Member:

The average dues paid per member metric compares our total individual members to our total individual dues revenue and draws comparisons. The dues paid per member grew this year to \$91.66 which is likely due to the increase in Student Memberships. Since our Student Members pay either \$39 in revenue, or \$21 (if they are also joining the chapter), the dues received is significantly lower than a Regular Member. As noted above, our Student Members have grown to be 16% of our individual membership and Continuing Members (\$0 memberships) are 8.8% of individual membership.

	FY2015	FY2016	FY2017	FY2018	FY2019
Average dues amount per paid personal member (includes LIFE)	\$ 90.22	\$ 92.69	\$ 90.28	\$ 88.84	\$ 91.66
Average personal dues amount including free memberships	\$ 82.88	\$ 84.91	\$ 82.45	\$ 81.36	\$ 83.55

