



# Membership Report

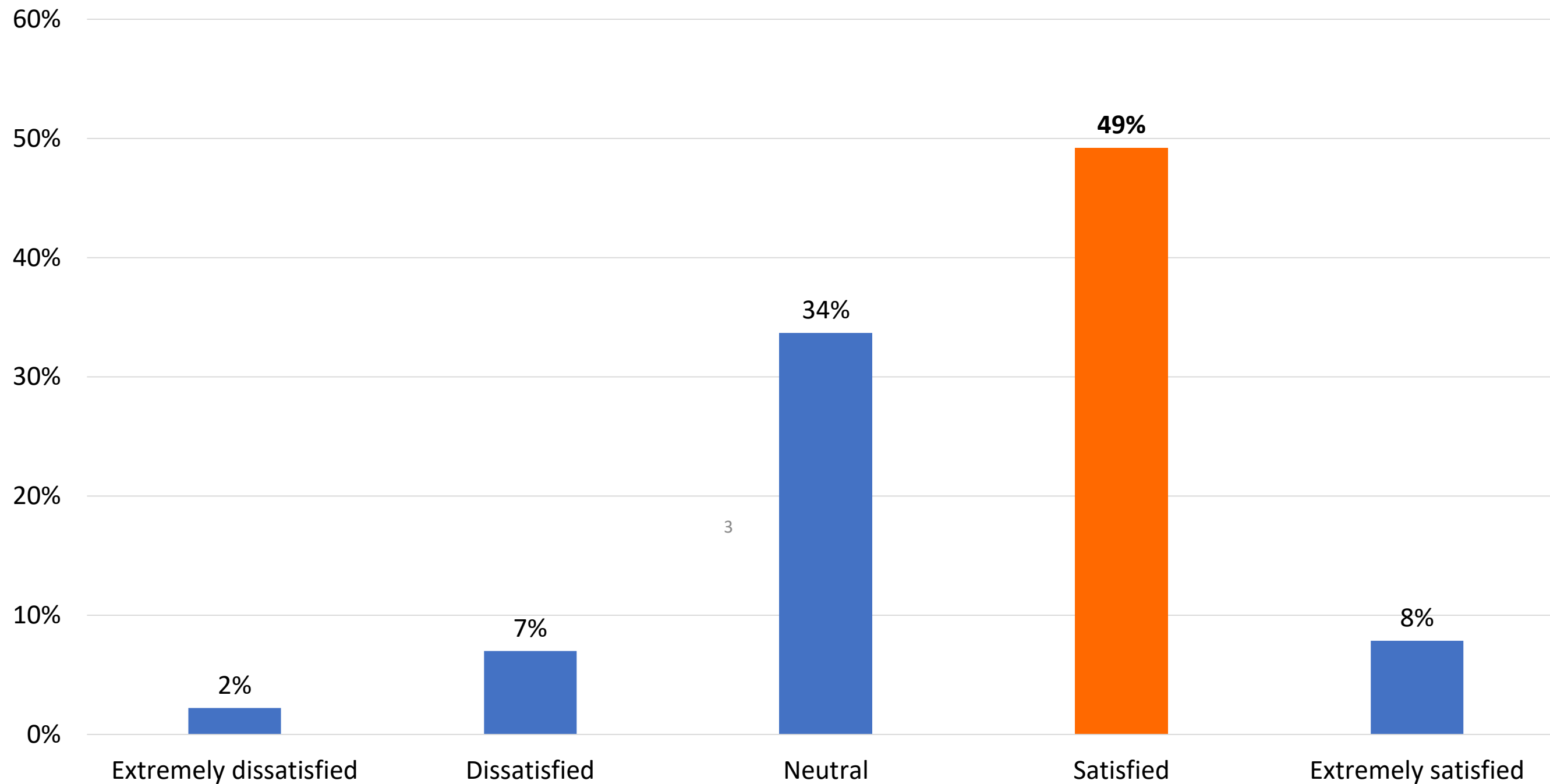




**ALA Survey Results** **October 2018**



# Though roughly half of members are satisfied, few are extremely satisfied with their ALA membership.



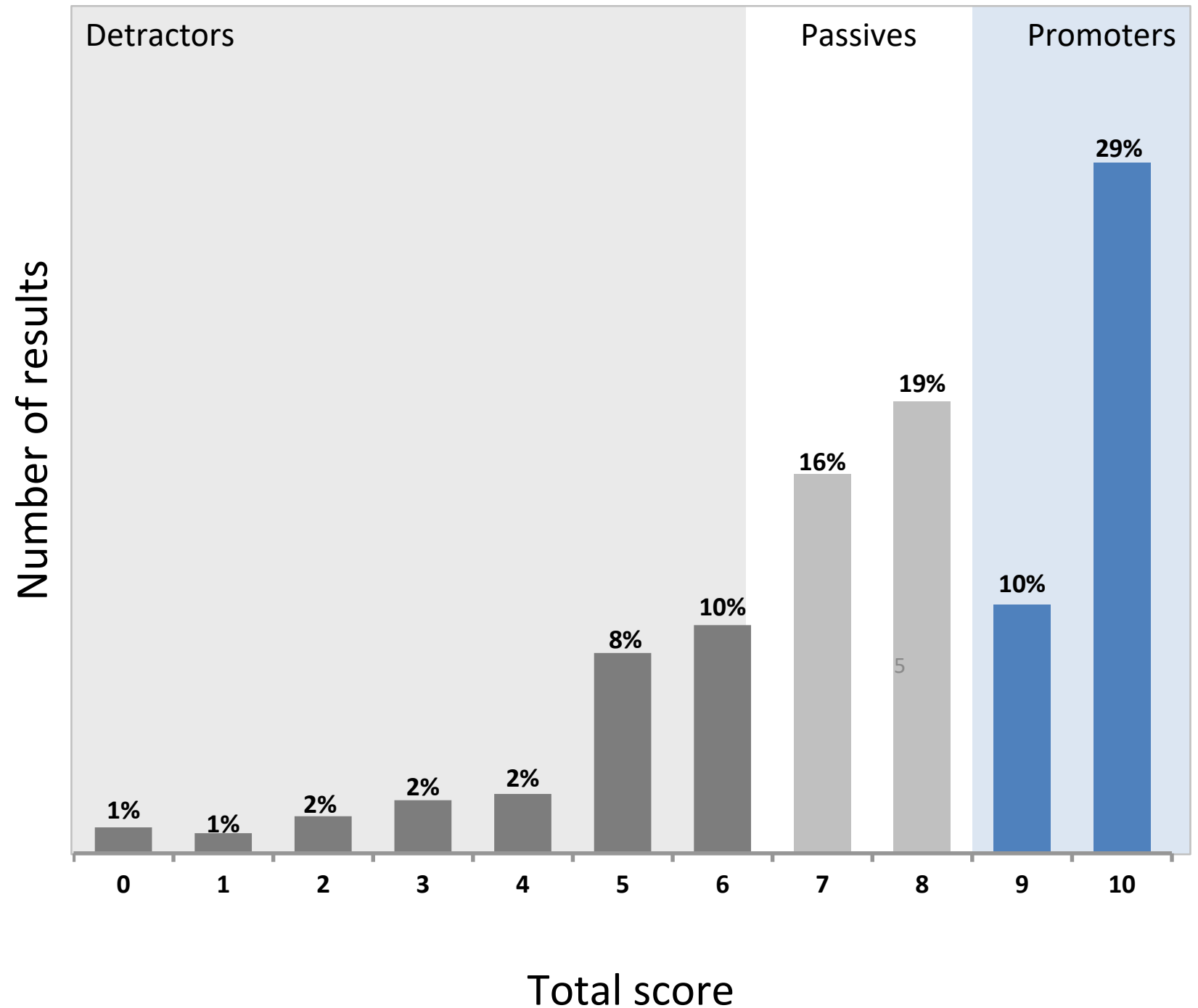
# ALA Membership Satisfaction

- The proportion of ALA members who are extremely satisfied with membership is lower than the average of 25% observed in Avenue M's database\*.
- Satisfaction is higher among members who have been in the profession longer (21+ years), and it is lower for those newer to the field.<sup>4</sup>

\*Avenue M's database includes professional membership associations from a range of industries.

# Net Promoter Score

### Number of Results per Total Score



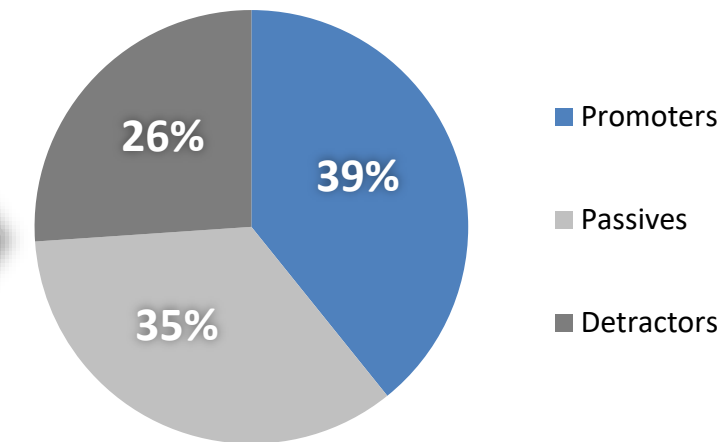
### NPS (Net Promoter Score)

% Promoters - % Detractors =

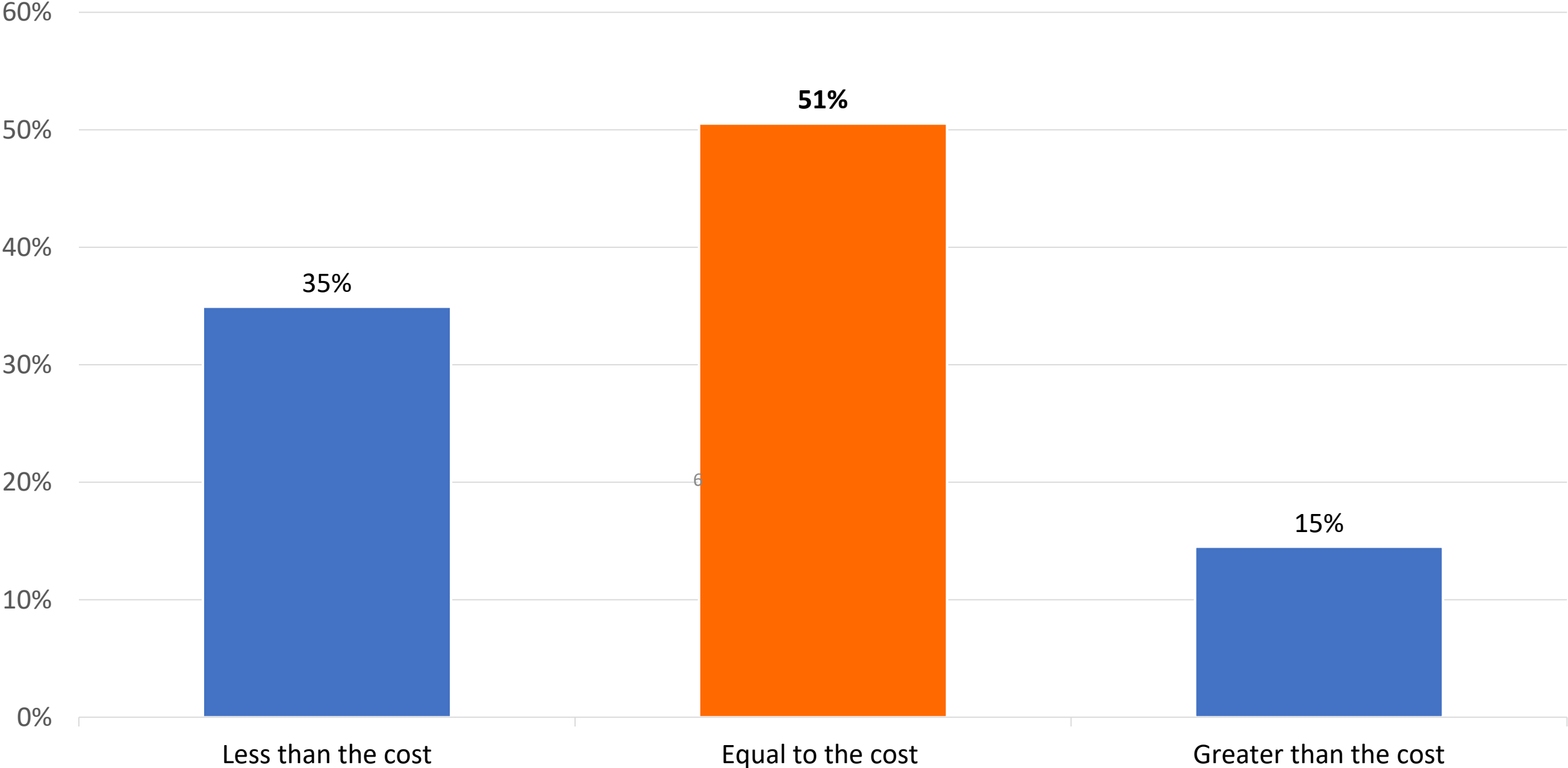
**+13**

-100

+100



**Though the value of membership is equal to the cost for about half of members, more than one-third of members are concerned with ALA's value proposition.**





# Overarching Recommendation: Enhance and Clarify the Value of Membership

# Immediate Action Items

- Highlighting member discounts on e-store
- Personalizing the member experience on ALA Connect
- Elevating the new member onboarding experience
- Revamping member value messaging

Initiatives across ALA to look at pricing and member discounts



# Avenue M Research Membership Models

## Why Consider a New Model?

- Personalization
- Flexibility
- Simplicity

# Attractive Models

- Create Options for Members to Upgrade to an Enhanced Package
- Allow Members to Choose Their Level of Engagement Annually
- Simplify “Dues Options” – Currently 11 Packages



# Current and Enhanced

Regular

Student

Support Staff/  
Retired/ Non-  
Salaried

International

Associate/  
Trustee/  
Friend

# Two Tier

Informed\*  
(Basic Package)

All Access\*  
(Enhanced  
Package)

\*Discounted Price for Informed and All Access is Recommended



## How to Increase the Value of Membership?



## How to Increase the Value of Division Membership?





- What Models Resonate With You?
- What Do You Believe Is the Value of ALA Membership?



# Still Exploring....

1. Financial Impact
2. Technological Impact
3. Benefits and Prices of Bundles
4. Confirmation that We Are Enhancing and Clarifying the Value of Membership

# Next Steps

1. Membership Committee will meet this Fall to review models
2. Avenue M will market test one or two models with 30 qualitative interviews (7 week process)
3. Outcomes will be either:
  - Thumbs Up: No change needed
  - Neutral: Modifications needed but on the right track
  - Thumbs Down: Doubtful about success
4. Build a plan for success