**Membership Data & Statistics –** March Statistics

I’m happy to share that our March membership numbers are [now posted online](http://www.ala.org/support/fy2020-membership-statistics).

These numbers represent membership activity from March 1, 2020 – March 31, 2020 – and is a snapshot of our active members at that time. **While these numbers are important, these do not provide a current reflection of our membership numbers today, as we were in the early stages of the pandemic in March.**

Our March membership counts decreased slightly by 119 members since February (-0.2%). It was great to see that the overall division membership increased during this time by 0.1% and round tables by 0.2% during this time which is reflection of the continued programming and services that were being offered. Because of the division conference cycle, it is best to compare our membership numbers to 2018, and we are down 3.7% from that time (total 59,279 members in March, 2018). Typically, our membership numbers would peak in March/April, but between the cancellation of Annual Conference and the COVID-19 pandemic, that was not this year’s trend.

**Here is an update on our membership counts as of October, 2020**

We have pulled together a rough estimate of our membership numbers to be used for planning purposes only. Overall ALA’s membership is a 6% decline YOY and a 9% decline when compared to two years ago. Individual division and round table membership staff have received detailed numbers for their respective membership communities as well.

The membership team is focusing on the following:

* **Communicating the value** that is being delivered to members and working across the organization to define and articulate member benefits.
* **Membership renewals** are back on track, and we are reaching back to some of our spring expires to encourage renewals as our monthly renewal communications paused from March – July. These communications continue to highlight the semi-annual installment payments and the non-salaried membership price as members need flexibility when their employment outlook may be uncertain.
* A cross-organizational team is developing a 12-month **membership onboarding campaign to include** emails, videos, virtual meet ups, and web pages to ensure that our new members learn about everything ALA membership can offer. Demonstrating the value proposition of membership is always important, and even more so during this economic downturn.

Attached to this email is some additional data about membership that you might find useful. Please let me know if you have any questions and enjoy your weekend,

Melissa Walling

Director, Membership

**Membership Data & Statistics –** March Statistics

**Count of Personal (Individual) Members: 51,945**

**Count of Organizational Members: 5,217**

**Count of Corporate Members: 150**

**Total: 57,312**

**Division and Round Table Memberships**

For our individual members, 35% of them are in neither a Division or a Round Table, 15% are in both a Division and Round Table, and 50% are in one or the other.

**Division Engagement – All Personal (Individual) Members**

60% of personal 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 Personal (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

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|   |  ALA  |  AASL  |  ACRL  |  ALCTS  |  ALSC  |  ASGCLA  |  LITA  |  LLAMA  |  PLA  |  RUSA  |  UNITED  |  YALSA  |  Total  |
| Aug. 2019 |  56,049  |  7,290  |  10,157  |  3,072  |  3,950  |  914  |  2,134  |  3,555  |  7,893  |  2,798  |  4,251  |  4,299  |  50,313  |
| Sept. 2019 |  56,444  |  7,390  |  10,158  |  3,064  |  3,962  |  897  |  2,109  |  3,577  |  8,261  |  2,778  |  4,244  |  4,307  |  50,747  |
| Oct. 2019 |  57,038  |  7,454  |  10,147  |  3,050  |  3,962  |  875  |  2,093  |  3,564  |  8,726  |  2,753  |  4,067  |  4,310  |  51,001  |
| Nov. 2019 |  57,331  |  7,338  |  10,111  |  3,051  |  3,938  |  875  |  2,100  |  3,584  |  9,098  |  2,750  |  4,171  |  4,275  |  51,291  |
| Dec. 2019 |  57,177  |  7,102  |  10,005  |  3,017  |  3,903  |  853  |  2,051  |  3,572  |  9,630  |  2,697  |  4,181  |  4,170  |  51,181  |
| Jan. 2020 |  57,496  |  7,136  |  9,966  |  3,011  |  3,911  |  854  |  2,052  |  3,604  |  9,843  |  2,677  |  4,187  |  4,110  |  51,351  |
| Feb. 2020 |  57,431  |  7,074  |  9,922  |  3,006  |  3,891  |  840  |  2,040  |  3,583  |  9,851  |  2,672  |  4,189  |  4,049  |  51,117  |
| Mar. 2020 |  57,312  |  7,050  |  9,863  |  3,044  |  3,932  |  851  |  2,064  |  3,634  |  9,808  |  2,682  |  4,189  |  4,060  |  51,177  |
| 1 Month Trend | -0.2% | -0.3% | -0.6% | 1.3% | 1.1% | 1.3% | 1.2% | 1.4% | -0.4% | 0.4% | 0.0% | 0.3% | 0.1% |

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|  |  **ALA**  |  **EMIERT**  |  **ERT**  |  **FMRT**  |  **GAMERT**  |  **GNCRT**  |  **GODORT**  |  **IFRT**  |  **IRRT**  |  **LEARNRT**  |
| **August, 2019** |  **56,049**  |  954  |  374  |  664  |  745  |  788  |  544  |  1,250  |  1,582  |  417  |
| **September, 2019** |  **56,444**  |  947  |  373  |  686  |  739  |  835  |  537  |  1,234  |  1,551  |  419  |
| **October, 2019** |  **57,038**  |  943  |  368  |  682  |  731  |  875  |  532  |  1,242  |  1,553  |  421  |
| **November, 2019** |  **57,331**  |  992  |  362  |  704  |  732  |  918  |  531  |  1,236  |  1,548  |  425  |
| **December, 2019** |  **57,177**  |  985  |  367  |  679  |  722  |  930  |  529  |  1,216  |  1,544  |  430  |
| **January, 2020** |  **57,496**  |  995  |  366  |  683  |  745  |  975  |  529  |  1,219  |  1,542  |  429  |
| **February, 2020** |  **57,431**  |  975  |  372  |  669  |  764  |  995  |  535  |  1,213  |  1,543  |  435  |
| **March, 2020** |  **57,312**  |  981  |  371  |  672  |  773  |  1,008  |  542  |  1,206  |  1,517  |  437  |
| **1 Month Trend** | -0.2% | 0.6% | -0.3% | 0.4% | 1.2% | 1.3% | 1.3% | -0.6% | -1.7% | 0.5% |

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| **LHRT**  |  **LIRT**  |  **LRRT**  |  **LSSIRT**  |  **MAGIRT**  |  **NMRT**  |  **RMRT**  |  **RRT**  |  **SRRT**  |  **SORT**  |  **SUSTRT**  |  **Total**  |
|  431  |  1,784  |  1,311  |  418  |  266  |  1,426  |  321  |  1,457  |  1,872  |  188  |  1,141  |  **17,933**  |
|  424  |  1,775  |  1,316  |  411  |  268  |  1,439  |  313  |  1,447  |  1,890  |  189  |  1,149  |  **17,942**  |
|  429  |  1,783  |  1,319  |  409  |  267  |  1,441  |  313  |  1,435  |  1,891  |  191  |  1,170  |  **17,995**  |
|  436  |  1,762  |  1,317  |  408  |  265  |  1,435  |  321  |  1,463  |  1,916  |  193  |  1,202  |  **18,166**  |
|  433  |  1,731  |  1,266  |  398  |  268  |  1,400  |  328  |  1,445  |  1,876  |  199  |  1,204  |  **17,950**  |
|  444  |  1,728  |  1,267  |  407  |  265  |  1,413  |  335  |  1,460  |  1,875  |  205  |  1,224  |  **18,106**  |
|  442  |  1,742  |  1,260  |  399  |  267  |  1,385  |  336  |  1,459  |  1,867  |  206  |  1,232  |  **18,096**  |
|  441  |  1,745  |  1,268  |  404  |  271  |  1,384  |  331  |  1,451  |  1,871  |  210  |  1,250  |  **18,133**  |
| -0.2% | 0.2% | 0.6% | 1.3% | 1.5% | -0.1% | -1.5% | -0.5% | 0.2% | 1.9% | 1.5% | 0.2% |