

ALA American Library Association

5-Year Financial Plan FY 2013 Actual through FY 2022 Plan Assumptions

Total ALA Revenue Assumptions

1. Publishing
 - FY 2018: 4% increase due to publication of AASL Standards
 - FY 2019 through FY 2022: modest revenue growth, averaging 1%
2. Conference - based on venue
 - FY 2018 - Denver (MW); New Orleans (Annual)
 - FY 2019 - Seattle (MW); DC (Annual)
 - FY 2020 - Philadelphia (MW); Chicago (Annual)
 - FY 2021 - Indianapolis (MW); Chicago (Annual)
 - FY 2022 – San Antonio (MW); DC (Annual)
3. Membership dues
 - FY 2017 - no dues increase
 - FY 2018 through FY 2022 - 2% CPI dues increase for personal members
4. Divisions - consistent with prior year actuals, reflecting the see-saw pattern where odd years have one Division conference and even years have two Division conferences
5. Round Tables
 - FY 2019 through FY 2022 - estimated at \$400k per year based on an average for the prior six years
6. Grants
 - FY 2018 - represents the sum of each Unit's/Division's anticipated grant revenues
 - FY 2019 through FY 2022 - estimated at \$5.5 million per year using the average for FY 2013 through FY 2018 as a guide
7. Other - FY 2018 includes increase of \$150k to support initiatives
8. Revenue held relatively flat for:
 - Interest income and investment earnings
 - Interest income (includes \$250k investment earnings for FY 2018 through FY 2022)

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General Fund Overhead Assumptions

1. Overhead rate is set at 26.4% for FY 2017 and FY 2018, based on agreement for a normalized rate; this same percentage is used for FY 2019 through FY 2022, for projection purposes
2. Divisions – Average overhead rate for all Divisions combined is 13% for FY 2018.
Overhead is applied as follows:
 - Dues – exempt
 - Publishing revenue (includes Online Continuing Education) – ½ of overhead rate
 - Registration fees – full overhead rate
3. Round Tables - 4% of Round Tables revenue based on the average percentage for FY 2013 through FY 2018
4. Grants – 10% of all General Fund and Division grant revenue based on the average percentage for FY 2013 through FY 2018 plus an anticipated increase in the Federal Indirect Cost Rate

General Fund Expenses

This section shows overall increases in General Fund net revenues and overhead. This additional revenue would fund strategic priority initiatives; salary and benefit increases; and inflationary increases.

Beginning in FY 2017, Member and Customer Service expenses are shown separately.

For FY 2019 through FY 2022:

- a 2% salary increase is projected each year
- healthcare costs are projected to increase by 7%
and
- each year reflects an additional \$280k ITTS investment.

For FY 2019 through FY 2022, expenses are not allocated in this model; only the overall increase is shown.

Net General Fund Revenue - available to support growth opportunities and increased health care costs

AMERICAN LIBRARY ASSOCIATION
Five-year Projections
FY 2013 Actual through FY 2022 Plan

ALA American Library Association
5 Year Plan FY 2018-2022

	Actual 2013	Actual 2014	Actual 2015	Actual 2016	Budget 2017	Budget 2018	Plan 2019	Plan 2020	Plan 2021	Plan 2022
TOTAL ALA										
Publishing - Gross Revenue	\$ 12,870,426	\$ 13,219,338	\$ 12,645,125	\$ 11,705,837	\$ 12,426,083	\$ 12,861,557	\$ 12,882,158	\$ 13,100,801	\$ 13,312,320	\$ 13,487,387
Conference - Gross Revenue	8,864,398	8,288,754	9,305,898	8,349,976	9,703,950	9,429,875	9,875,000	10,295,000	9,895,000	10,100,000
Membership Dues - Gross Revenue	5,543,754	5,459,793	5,415,745	5,515,846	5,538,000	5,472,600	5,650,300	5,676,000	5,802,200	5,903,400
Divisions - Gross Revenue	13,489,583	15,581,358	14,308,907	15,810,609	13,786,800	16,000,377	13,786,800	16,000,377	13,786,800	16,000,377
Round Tables - Gross Revenue	410,750	358,256	428,775	434,927	439,914	417,090	400,000	400,000	400,000	400,000
Grants - Gross Revenue	6,922,284	4,954,945	7,224,274	6,329,463	5,393,710	4,551,616	5,500,000	5,500,000	5,500,000	5,500,000
Interest Income and Investment Earnings	1,220,123	1,449,065	1,780,996	1,872,359	2,197,358	2,285,034	2,000,000	2,000,000	2,000,000	2,000,000
Other	685,373	594,721	569,870	564,358	569,190	757,395	607,395	607,395	607,395	607,395
Total Gross Revenue	\$ 50,006,691	\$ 49,906,229	\$ 51,679,590	\$ 50,583,375	\$ 50,055,005	\$ 51,775,544	\$ 50,701,653	\$ 53,579,573	\$ 51,303,715	\$ 53,998,559
OVERHEAD RATE										
	25.5%	24.2%	25.4%	25.9%	26.4%	26.4%	26.4%	26.4%	26.4%	26.4%
GENERAL FUND										
Publishing Net Revenue (Before NS Amortization)	\$ 1,024,975	\$ 1,544,398	\$ 1,119,674	\$ 840,924	\$ 1,248,466	\$ 1,041,489	\$ 1,257,247	\$ 1,244,991	\$ 1,368,523	\$ 1,340,565
Conference Net Revenue	1,115,900	946,174	747,678	45,871	730,037	660,566	693,000	1,202,120	907,720	1,058,600
Membership Dues, net	5,456,303	5,371,098	5,327,140	5,422,789	5,448,000	5,382,600	5,559,800	5,585,000	5,710,700	5,811,400
Interest Income and Investment Earnings	698,959	703,567	1,087,785	1,168,625	1,350,000	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000
Other	685,373	594,721	569,870	564,358	569,190	757,395	607,395	607,395	607,395	607,395
Total Net Revenue and Income	8,981,510	9,159,958	8,852,148	8,042,567	9,345,693	9,042,050	9,317,442	9,839,506	9,794,338	10,017,960
Publishing Overhead	3,281,959	3,281,959	3,211,500	3,031,812	3,280,486	3,390,765	3,400,890	3,458,611	3,514,452	3,560,670
Conference Overhead	2,260,421	2,005,880	2,363,698	2,162,644	2,537,753	2,467,047	2,607,000	2,717,880	2,612,280	2,666,400
Division Overhead	1,549,550	1,915,659	1,652,971	2,034,562	1,605,670	2,064,970	1,605,670	2,064,970	1,605,670	2,064,970
Round Table Overhead	16,735	16,362	16,365	16,348	20,253	19,054	16,000	16,000	16,000	16,000
Grant Overhead	523,096	350,301	413,229	601,115	576,911	550,000	550,000	550,000	550,000	550,000
Total Overhead	7,631,761	7,570,161	7,657,763	7,846,481	8,021,073	8,491,836	8,179,560	8,807,461	8,298,402	8,858,040
Net Revenue and Overhead	\$ 16,613,271	\$ 16,730,119	\$ 16,509,911	\$ 15,889,048	\$ 17,366,766	\$ 17,533,886	\$ 17,497,001	\$ 18,646,967	\$ 18,092,740	\$ 18,876,000
General Fund Expenses										
Increase in Staff Salaries							248,000	253,000	258,000	263,000
Projected Increase in Health Care Expense							182,000	195,000	209,000	224,000
Initiatives/Strategic IT Projects						150,000	280,000	280,000	280,000	280,000
Member Programs and Services / Offices	1,793,937	1,737,822	1,869,308	1,955,710	2,110,853	2,049,989	2,049,989	2,049,989	2,049,989	2,049,989
Advocacy and Member Relations Offices	2,788,770	2,860,135	2,699,288	2,965,045	2,293,466	2,339,314	2,339,314	2,339,314	2,339,314	2,339,314
Member and Customer Service					736,336	778,487	778,487	778,487	778,487	778,487
Washington	2,162,565	2,097,866	2,080,437	2,163,492	2,140,837	2,157,761	2,157,761	2,157,761	2,157,761	2,157,761
Executive Office	2,265,490	2,229,687	2,531,545	2,529,502	2,628,134	2,515,359	2,515,359	2,515,359	2,515,359	2,515,359
ITTS	2,477,398	2,191,999	2,184,708	2,582,281	2,975,335	3,083,793	3,083,793	3,083,793	3,083,793	3,083,793
Finance	1,535,612	1,415,246	1,501,601	1,507,481	1,542,656	1,577,339	1,577,339	1,577,339	1,577,339	1,577,339
Staff Support	336,699	321,498	289,519	283,861	288,177	285,152	285,152	285,152	285,152	285,152
General Administration Expenses	2,472,165	2,668,613	2,584,464	2,599,812	2,577,917	2,538,240	2,538,240	2,538,240	2,538,240	2,538,240
Total General Fund Expenses	\$ 15,832,636	\$ 15,522,866	\$ 15,740,870	\$ 16,587,184	\$ 17,293,711	\$ 17,475,434	\$ 18,035,434	\$ 18,053,434	\$ 18,072,434	\$ 18,092,434
Net General Fund Revenue (Expense) Before NS Amortization	\$ 780,635	\$ 1,207,253	\$ 769,041	\$ (698,136)	\$ 73,055	\$ 58,452	\$ (538,433)	\$ 593,533	\$ 20,306	\$ 783,566
Neal Schuman Amortization	669,757	600,666	489,666	369,416	360,166	360,166	264,285	168,400	168,400	84,200
Net General Fund Revenue (Expense) After NS Amortization	\$ 110,878	\$ 606,587	\$ 279,375	\$ (1,067,552)	\$ (287,111)	\$ (301,714)	\$ (802,717)	\$ 425,133	\$ (148,094)	\$ 699,366