

**TO:** ALA Executive Board

**RE:** Communications and Membership Studies

**ACTION REQUESTED/INFORMATION/REPORT:** Information Report

**ACTION REQUESTED BY:** Cathleen Bourdon, AED for Advocacy and Member Relations; Jeff Julian, Public Awareness Office Director; Ron Jankowski, Membership Director

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**DRAFT OF MOTION:** N/A

**DATE:** January 26, 2018

**BACKGROUND:** ALA has issued requests for proposals (RFPs) to conduct studies of communications and membership. The attached document describes the goals and expected outcomes of each study and the timeline for the work.

**AVAILABILITY:** This discussion is scheduled for the February 13<sup>th</sup> Executive Board meeting

**ATTACHMENTS:** Communications and Membership Studies

## **Communications and Membership Studies**

ALA has issued requests for proposals (RFPs) to conduct two studies – a communications study and a membership study.

### **Communications Study – Goals and Outcomes**

The goal of the communications study is to position ALA with our members through powerful, simple, clear, and consistent communications, which will help us to recruit and retain members, grow and sustain fundraising, and support members and the profession through advocacy.

Responders should propose to produce a report and specific recommendations as a result of the communications study. ALA seeks recommendations from the study including but not limited to:

- An overall high-level strategy that leads to consistent and higher quality communications;
- A refreshed and refocused messaging framework and value propositions;
- Recommendations for collaborative internal structures and processes that will encourage teamwork and reduce duplication of effort and inconsistent messaging;
- Suggestions for leveraging existing staff in terms of capitalizing on skills or expertise, changing and/or clarifying roles and responsibilities, coordination and collaboration across units, and other strategies;
- Suggestions for new positions and/or consultants to expand ALA's capabilities and expertise;
- Prioritization or other considerations ALA should make regarding specific types of communication.

### **Membership Study – Goals and Outcomes**

The goal of the membership study is to make improvements that will better serve members and potential members and position the association for membership growth and increased member engagement.

Responders should produce a report and specific recommendations as a result of an ALA membership study with strategies and recommendations including but not limited to:

- Identifying any barriers that prevent individuals from joining and renewing;
- Recommending alternative membership models that will better respond to the needs of current/prospective members. This includes recommended ways to structure membership types, dues amounts and associated member benefits. Alternative models must be easily understood and navigated by members and must allow for personalization and customization. Each alternative membership model should be accompanied by a financial model.
- Refreshing and refocusing our membership messaging framework and value propositions, including ways in which dues can better present/offer member value for all types of members;
- Recommending strategies and tactics for improving member engagement;
- Proposing new or evolved staff positions and/or consultants to expand ALA's member-focused expertise and abilities.

### **Timeline and Process**

The RFPs were issued on January 26 and responses are due on February 28. Two small groups of staff members will serve as the sounding boards and review bodies for the studies' activities. The responses to the RFPs will be evaluated and consultants selected by March 28. It is anticipated that the work on the studies will begin in April, continue through June, with final reporting to ALA in July.