

TO: ALA Executive Board; Budget Analysis and Review Committee (BARC)

RE: Dues Adjustment Proposal

ACTION REQUESTED/INFORMATION/REPORT:

To review and approve the personal member dues adjustment proposal

ACTION REQUESTED BY:

Arthur Francis Miller, Chair, ALA Membership Committee, afmiller@princeton.edu

CONTACT PERSONS:

Cathleen Bourdon, AED, Advocacy and Member Relations, cbourdon@ala.org

Ron Jankowski, Director, Membership, rjankowski@ala.org

DRAFT OF MOTION:

That the Board approves the proposal to adjust personal member dues and directs the Membership Committee to forward the recommendation to ALA Council for their consideration during the 2018 ALA Midwinter Meeting.

DATE: October 10, 2017

BACKGROUND:

In the 2013 election, ALA members voted to establish a five-year personal dues adjustment mechanism not to exceed the percentage change in the national average [Consumer Price Index \(CPI\)](#) beginning in September 2013 and continuing annually through September 2017. As directed by Council, the ALA Executive Board annually reviewed the change in the CPI and its impact on ALA dues levels and the overall ALA budget. On August 31, 2018, the approved five-year period of tying ALA dues amounts to the Consumer Price Index (CPI) ends.

At the 2017 Midwinter meeting, the ALA Membership Committee discussed various strategies for making future adjustments to the personal member dues rates. The goal of any future adjustments would be the development of sustainable revenue to support ALA programs and services and achieve progress towards meeting ALA's four strategic directions: Advocacy, Information Policy, Professional and Leadership Development and Equity, Diversity and Inclusion.

At their 2017 Annual Conference meeting, the Membership Committee discussed three scenarios for adjusting dues from September 2018 through September 2022:

1. Continue the use of the CPI inflation index for the next 5 years.
2. Raise dues \$5 for 3rd year+ members and a corresponding smaller increase for other dues categories in September 2018 and then use the CPI for the subsequent four years.

3. Raise dues \$10 for 3rd year+ members and a corresponding smaller increase for other dues categories in September 2018 and then use the CPI for the subsequent four years.

The Membership Committee held a conference call on August 1, 2017 to continue the discussion. Susan Hildreth, ALA Board Liaison, also joined the call. After discussion, it was moved, seconded and: VOTED that the ALA Membership Committee approves the proposal to raise dues \$5 for 3rd year+ members and a corresponding smaller increase for other dues categories in September 2018 and then use the CPI to adjust dues for the subsequent four years. This recommendation will be forwarded to BARC and the ALA Executive Board for their review and approval.

If this proposal is approved by BARC and the Executive Board, it would be presented to Council at Midwinter. If approved by Council, it would be placed on the 2018 Ballot as follows:

ITEM #1 Proposed Dues Adjustment

Beginning in September 2018, personal member dues shall be adjusted as follows:

Member Type	Current Dues	Sept. 2018 Dues
1st year	\$69	\$72
2nd year	106	110
3rd year+	140	145
ALA Student	37	38
Earning <\$30,000	50	52
Support Staff	50	52
Retired	50	52
Associate	63	66
Trustee	63	66
Friend	63	66
International	84	87

ITEM #2 Proposed Future Dues Schedule

Beginning in September 2019 and continuing annually through September 2022, personal member dues will be reviewed by the ALA Executive Board, which may approve a dues adjustment not to exceed the percentage change in the national average Consumer Price Index (CPI) for the previous calendar year, rounded to the nearest dollar. Any increase beyond the above provision proposed by the Executive Board will require approval by a vote of Council and a vote of ALA personal members.

Attachment: Q&A: ALA Personal Member Dues Adjustment Proposal

Q&A: ALA Personal Member Dues Adjustment Proposal

1. What is the personal member dues adjustment proposal?

The proposal consists of two parts:

- a. Adjusting personal member dues in September 2018 as follows:

Member Type	Current Dues	Sept. 2018 Dues
1st year	\$69	\$72
2nd year	106	110
3rd year+	140	145
ALA Student	37	38
Earning <\$30,000	50	52
Support Staff	50	52
Retired	50	52
Associate	63	66
Trustee	63	66
Friend	63	66
International	84	87

- b. Proposed Future Dues Schedule:

Beginning in September 2019 and continuing annually through September 2022, personal member dues will be reviewed by the ALA Executive Board, which may approve a dues adjustment not to exceed the percentage change in the national average [Consumer Price Index \(CPI\)](#) for the previous calendar year, rounded to the nearest dollar. Any increase beyond the above provision proposed by the Executive Board will require approval by a vote of Council and a vote of ALA personal members.

2. When was the last adjustment made to personal member dues and why is this proposal being presented now?

In the 2013 election, ALA members voted to establish a five-year personal dues adjustment mechanism not to exceed the percentage change in the national average Consumer Price Index (CPI) beginning in September 2013 and continuing annually through September 2017. During this period, the ALA Executive Board annually reviewed the change in the CPI and approved adjustments to ALA dues levels. (See chart in the Addendum for dues rates from 2013 through 2017.) On August 31, 2018, the approved five-year period of tying ALA dues amounts to the Consumer Price Index (CPI) ends.

The ALA Membership Committee is now recommending the continued use of the CPI to adjust dues after a one-time increase of \$5 for 3rd year+ members and corresponding smaller increases for other dues categories in September 2018. The ALA Membership Committee is

charged to assess needs and make recommendations concerning membership dues and will be responsible for monitoring the use of the Consumer Price Index to adjust dues.

Since the 2013 ALA election and the implementation of using the CPI to adjust dues amounts, ALA has aggressively implemented the goals of ALA's *Strategic Directions*, developed with input from thousands of ALA members. ALA's *Strategic Directions* call for an increasingly active and proactive association, and though great progress has been made, ALA has reached its financial limit. A dues adjustment is necessary to continue the work that has begun.

Like our member libraries, ALA works continuously on reducing its expenses and improving efficiency. ALA will continue to seek cost savings and generate as much non-dues revenue as possible, but the small proposed dues adjustment is also needed to meet our goals.

3. How will using the Consumer Price Index affect my dues?

If the Consumer Price Index goes up, your dues could go up by that percentage if the ALA Executive Board approves the change. If there is no change or a decrease in the CPI, your dues will stay the same. Basing dues rates on an index allows for small, incremental increases as opposed to larger increases that are necessary if the adjustments are made only every 5-10 years. With an average CPI increase of 2% a year, this would translate into \$1-\$3 based on your membership type. These small increases spread over thousands of members will provide ALA with consistent financial resources to help advance the goals in the *ALA Strategic Directions*.

4. If this proposal is approved, the new rate in September 2018 for third-year+ members would be \$145. How does this rate compare to dues for other national associations?

Here are the current dues amounts for other national associations:

- American Association of Law Libraries: \$242
- American Society of Information Science and Technology: \$140
- ISTE: International Society for Technology in Education: \$125 (basic); \$305 (premium)
- Medical Library Association: \$195
- National Council of Teachers of English: \$50
- Special Libraries Association: \$200

5. If the dues are adjusted, what added value will my ALA membership offer?

This dues adjustment would allow ALA to augment valuable work on the goals in the *ALA Strategic Directions*, including:

- **Advocacy:** Supporting the efforts of advocates in increasing funding for libraries of all types by expanding on-line training opportunities and other resources. Promoting the value of libraries by expanding resources in the Libraries Transform Campaign. Maintaining effective advocacy at the federal level for legislation that preserves and promotes fundamental

library values by lobbying Congress, partnering and working with others and engaging in grassroots advocacy on behalf of the public and all types of libraries.

- **Information Policy and Intellectual Freedom:** Continuing to advocate in diverse policy areas including intellectual freedom, privacy, civil liberties, telecommunications, funding for education and research programs, copyright and licensing, open access, government information, and literacy.
- **Professional and Leadership Development:** Providing professional development and leadership opportunities by expanding in-person and on-line training programs.
- **Equity, Diversity and Inclusion:** Supporting equity, diversity and inclusion is a fundamental value of the association, its members and library workers. This includes developing resources and providing training on recruitment and retention, personal and professional leadership, organizational change, team and capacity building, and service strategies for diverse user populations.

6. Can we raise the funds we need through other sources?

Dues are the most reliable source of income for any association, but dues make up only about 20 percent of ALA's operating income. For every dollar paid by members, ALA generated another four dollars through conferences, publishing, workshops and grants. The *ALA Strategic Directions* call for the association to develop and sustain the resources required to ensure the vitality of the association, its programs and services. The dues adjustment is only one part of the overall strategy needed to meet our goals and the challenges ahead. ALA continues to pursue new sources of revenue and is working on a new strategic development program.

7. I understand that the costs of most things go up over time. How is ALA helping me make my membership affordable?

ALA offers numerous helpful options for many types of members, including:

- Reduced rates for individuals whose income is \$30,000 or less. This dues category helps those in career transition and those just beginning their careers.
- Discounted rates for students for up to five years to accommodate graduation schedules.
- Discounted joint ALA-Chapter membership programs for students.
- First- and second-year ALA membership discounts for new professionals.
- Discounted rates for library support staff members, retired members, international members, and trustees and friends.
- Installment plan to pay dues in two equal installments. ALA is also looking at ways to expand the payment plan and is assessing members' interest in auto-payments of dues via credit card.
- [Life Membership](#), offering personal members the opportunity to join now as a Life Member and save money in the process. These dues range from \$1,400 to \$2,000 depending on the member's current age.

8. Who needs to approve this dues proposal?

ALA members must approve the dues proposal via the ALA ballot. To appear on the ballot, it must be approved by the following member groups: the ALA Membership Committee, the Budget Analysis and Review Committee (BARC), the ALA Executive Board, and ALA Council. The Membership Committee approved the proposal on August 1, 2017 and BARC and the ALA Executive Board will review the proposal at their fall 2017 meetings. If approved, the proposal will be reviewed by Council during the 2018 Midwinter Meeting. If approved by Council, ALA members will vote on the dues proposal on the ALA ballot in spring 2018. If approved by the ALA membership, it will take effect on September 1, 2018.

9. More questions?

Your questions/comments are welcome. Please send them to Ron Jankowski, Membership Director, rjankowski@ala.org.

Addendum

Personal Dues Schedule September 2013-2017

Member Type	2013	2014	2015	2016	2017
1st year	\$ 66	\$ 67	\$ 68	\$ 68	\$ 69
2nd year	\$100	\$102	\$104	\$104	\$106
3rd year+	\$133	\$135	\$137	\$137	\$140
ALA Student	\$ 34	\$ 35	\$ 36	\$ 36	\$ 37
Earning < \$30,000	\$ 47	\$ 48	\$ 49	\$ 49	\$ 50
Support Staff	\$ 47	\$ 48	\$ 49	\$ 49	\$ 50
Retired	\$ 47	\$ 48	\$ 49	\$ 49	\$ 50
Trustee	\$ 60	\$ 61	\$ 62	\$ 62	\$ 63
Friends	\$ 60	\$ 61	\$ 62	\$ 62	\$ 63
Associate	\$ 60	\$ 61	\$ 62	\$ 62	\$ 63
International	\$ 80	\$ 81	\$ 82	\$ 82	\$ 84