**TO:** PLA Board of Directors

**FROM:** Kara O’Keefe, Manager of Marketing & Membership, kokeefe@ala.org

**RE:** Membership

**DATE:** January 3, 2019

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

**ACTION REQUESTED BY:**

**DRAFT OF MOTION:**  N/A

**OVERVIEW**

As of November 2018 (conference year), PLA membership was 9,260, which reflects a 9.47% increase from November 2017 (non-conference year). This is evidence of the effect of PLA Conference on membership.

Comparison of PLA Membership during conference years:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **November 2018** | **November 2016** | **November 2014** |
| Overall PLA Members | 9,260  | 8,704  | 8,777 |

As of November 2018, ALA membership was 58,525, a 2.39% increase from November 2016.

**KEY CURRENT ACTIVITIES/METRICS**

**Membership Recruitment**

The first quarter of FY19 (September-November 2018) closed with 224 new members compared to 191 in FY17, representing a 17.28% increase.

**Membership Retention**

The first quarter of FY19 (September-November 2018) closed with an average retention rate of 74.63% compared to 69.64% in FY17, representing a 4.99% increase.

**BUDGET**

The first quarter of FY19 (September-November 2018) “Services to Members” budget closed as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| **Services to Members** | **FY19-Q1 Budget** | **FY19-Q1 Actual** | **FY17-Q1 Actual** |
| Revenue | $142,301 | $148,999 | $140,835 |
| Expenses | $27,212 | $15,173 | $26,433 |
| Net Revenue | $115,089 | $133,826 | $114,402 |

**PLA STRATEGIC GOAL LINK (check all that apply)**

[ ]  TRANSFORMATION [ ]  LEADERSHIP [ ]  ADV. & AWARENESS [ ]  E.D.I.S.J. [x]  ORG. EXCELLENCE