

Summary of Dues Standardization for Round Tables (RT)

A few details:

- Round Tables generate approximately \$190K in dues revenue annually and represent 17,500 memberships. Overall, RT membership has been growing each year.
- The analysis listed below is by membership type because of the varying prices. This means that the percentage changes in counts and revenue displayed in the charts below are for that membership type only and not the entire membership base.
 - Once final suggestions are made on prices, we can summarize the overall impact on RT total member counts and dues revenue.
- Price sensitivity related to retention and attrition, respectively, are based generally on Avenue M's ALA-commissioned survey findings and the American Society of Association Executives (ASAE) general survey data. The pricing sensitivity metric that was applied is a 20% attrition of the percentage of price increase. This is based on the typical attrition rate as found in the American Society of Association Executives Policies & Procedures Report.
- There is a corresponding assumption of membership growth if prices decrease.

Regular Members – 49% of ALA Round Table Members

Regular Members are the largest category of RT Members representing nearly 50% of all memberships. Careful attention should be given to the pricing of this membership category as changes here will have larger impacts on total revenue. The majority of RTs charge either \$15 or \$20 for Regular Members with 3 charging \$10 and 1 charging \$3. We therefore recommend a price point of either \$15 or \$20.

	Price	Count
\$	20	7
\$	15	8
\$	10	3
\$	3	1

At a \$15 dues rate, the impact to each individual RT varies, and the overall impact is a projected loss of members of 1% (107 members), due to price sensitivity and a projected decrease in revenue of 3% (\$4,345).

At a \$20 dues rate, the impact to each individual RT varies, and the overall impact is a projected loss of members of 8% (714 members) due to price sensitivity and a projected increase of revenue of 20% (\$26,090).

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	\$15 Percentage Change in Counts	\$15 Percentage Change in Revenue	\$20 Percentage Change in Counts	\$20 Percentage Change in Revenue
Ethnic and Multicultural Information Exchange Round Table (EMIERT)	5%	-21%	0%	0%
Film and Media Round Table (FMRT)	5%	-21%	0%	0%
Games and Gaming Round Table (GAMERT)	-10%	35%	-20%	60%
Graphic Novel and Comics Round Table (GNCRT)	0%	0%	-7%	24%
Government Documents Round Table (GODORT)	5%	-21%	0%	0%
Intellectual Freedom Round Table (IFRT)	0%	0%	-7%	24%
International Relations Round Table (IRRT)	0%	0%	-7%	24%
Learning Round Table (LEARNRT)	5%	-21%	0%	0%
Library History Round Table (LHRT)	5%	-21%	0%	0%
Library Instruction Round Table (LIRT)	0%	0%	-7%	24%
Library Research Round Table (LRRT)	0%	0%	-7%	24%
Library Support Staff Interests Round Table (LSSIRT)	-10%	34%	-20%	60%
Map and Geospatial Information Round Table (MAGIRT)	5%	-22%	0%	0%
New Members Round Table (NMRT)	0%	0%	-7%	24%
Retired Members Round Table (RMRT)	4%	-22%	0%	0%
Rainbow Round Table (RRT)	0%	0%	-7%	24%
Social Responsibilities Round Table (SRRT)	0%	0%	-7%	24%
Staff Organizations Round Table (SORT)	-80%	0%	-113%	-185%
Sustainability Round Table (SUSTAINRT)	-10%	35%	-20%	60%
TOTAL	-1%	-3%	-8%	20%

Student Members – 29% of ALA Round Table Members

Student Members are the second largest category of RT Members representing nearly 30% of all memberships. Careful attention should be given to the pricing of this membership category as changes here will have larger impacts on total revenue. The majority of RTs charge either \$10 or \$5 for Student Members with 2 charging \$20, 1 charging \$3, and 4 charging \$0. We therefore recommend a price point of either \$5 or \$10.

Note: close to 60% of ALA Student members are part of the [joint student membership program](#) which provides discounted membership to ALA and the ALA Chapter at \$44 total.

Price	Count
\$ 20	2
\$ 10	6
\$ 5	6
\$ 3	1
\$ -	4

At a \$5 dues rate, the impact to each individual RT varies, and the overall impact is a projected loss of members of 9% (465 members) due to price sensitivity and a projected increase of revenue of 36% (\$6,220).

At a \$10 dues rate, the impact to each individual RT varies, and the overall impact is a projected loss of members of 16% (832 members) due to price sensitivity and a projected increase of revenue of 151% (\$26,075).

	\$5 Percentage Change in Counts	\$5 Percentage Change in Revenue	\$10 Percentage Change in Counts	\$10 Percentage Change in Revenue
Ethnic and Multicultural Information Exchange Round Table (EMIERT)	10%	-45%	0%	0%
Film and Media Round Table (FMRT)	-20%	100%	-20%	100%
Games and Gaming Round Table (GAMERT)	10%	-45%	0%	0%
Graphic Novel and Comics Round Table (GNCRT)	0%	0%	-20%	60%
Government Documents Round Table (GODORT)	9%	-46%	0%	0%
Intellectual Freedom Round Table (IFRT)	0%	0%	-20%	60%
International Relations Round Table (IRRT)	0%	0%	-21%	58%
Learning Round Table (LEARNRT)	12%	-72%	9%	-45%

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Library History Round Table (LHRT)	0%	0%	-20%	60%
Library Instruction Round Table (LIRT)	0%	0%	-20%	59%
Library Research Round Table (LRRT)	-20%	100%	-20%	100%
Library Support Staff Interests Round Table (LSSIRT)	9%	-45%	0%	0%
Map and Geospatial Information Round Table (MAGIRT)	8%	-46%	0%	0%
New Members Round Table (NMRT)	10%	-45%	0%	0%
Retired Members Round Table (RMRT)				
Rainbow Round Table (RRT)	0%	0%	-20%	60%
Social Responsibilities Round Table (SRRT)	-20%	100%	-20%	100%
Staff Organizations Round Table (SORT)	-15%	42%	-50%	67%
Sustainability Round Table (SUSTAINRT)	-20%	100%	-20%	100%
TOTAL	-9%	36%	-16%	151%

Library Support Staff, International, Non-Salaried and Retired – 18% of ALA Round Table Members

These [member types are going to be combined together](#) for FY24 and represent less than 20% of all RT Members. Changes here will have lower impacts on total revenue. The majority of RTs charge either \$15 or \$20 for these members with 2 charging \$10, 3 charging \$5 and 1 charging \$3. We therefore recommend a price point of either \$15 or \$20.

Price	Count
\$20	7
\$15	6
\$10	2
\$5	3
\$3	1

At a \$15 dues rate, the impact to each individual RT varies, and the overall impact is a projected loss of members of 7% (227 members), due to price sensitivity and a projected decrease in revenue of 2% (\$835).

At a \$20 dues rate, the impact to each individual RT varies, and the overall impact is a projected loss of members of 16% (514 members) due to price sensitivity and a projected increase of revenue of 18% (\$8,325).

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	\$15 Percentage Change in Counts	\$15 Percentage Change in Revenue	\$20 Percentage Change in Counts	\$20 Percentage Change in Revenue
Ethnic and Multicultural Information Exchange Round Table (EMIERT)	5%	-22%	0%	0%
Film and Media Round Table (FMRT)	4%	-22%	0%	0%
Games and Gaming Round Table (GAMERT)	-10%	35%	-20%	59%
Graphic Novel and Comics Round Table (GNCRT)	-40%	79%	-61%	57%
Government Documents Round Table (GODORT)	5%	-22%	0%	0%
Intellectual Freedom Round Table (IFRT)	0%	0%	-7%	24%
International Relations Round Table (IRRT)	0%	0%	-7%	24%
Learning Round Table (LEARNRT)	5%	-22%	0%	0%
Library History Round Table (LHRT)	4%	-22%	0%	0%
Library Instruction Round Table (LIRT)	0%	0%	-7%	24%
Library Research Round Table (LRRT)	0%	0%	-7%	24%
Library Support Staff Interests Round Table (LSSIRT)	-10%	34%	-20%	59%
Map and Geospatial Information Round Table (MAGIRT)	5%	-21%	0%	0%
New Members Round Table (NMRT)	0%	0%	-7%	24%
Retired Members Round Table (RMRT)	5%	-21%	0%	0%
Rainbow Round Table (RRT)	0%	0%	-7%	24%
Social Responsibilities Round Table (SRRT)	-40%	80%	-60%	59%
Staff Organizations Round Table (SORT)	-80%	0%	-113%	-189%
Sustainability Round Table (SUSTAINRT)	-40%	79%	-60%	58%
TOTAL	-7%	-2%	-16%	18%

Associates, Friends and Trustees – 1% of ALA Round Table Members

These [member types are going to be combined together](#) for FY24 and represent only 1% of all RT Members. Changes here will have lower impacts on total revenue. The majority of RTs charge either \$15 or \$20 for these members with 3 charging \$10 and 1 charging \$3. We therefore recommend a price point of either \$15 or \$20.

Price	Count
\$ 20	7
\$ 15	8
\$ 10	3
\$ 3	1

At a \$15 dues rate, the impact to each individual RT varies, and the overall impact is a projected loss of members of 4% (11 members), due to price sensitivity and a projected decrease in revenue of 7% (\$285).

At a \$20 dues rate, the impact to each individual RT varies, and the overall impact is a projected loss of members of 12% (30 members) due to price sensitivity and a projected increase of revenue of 14% (\$555).

	\$15 Percentage Change in Counts	\$15 Percentage Change in Revenue	\$20 Percentage Change in Counts	\$20 Percentage Change in Revenue
Ethnic and Multicultural Information Exchange Round Table (EMIERT)	3%	-23%	0%	0%
Film and Media Round Table (FMRT)	0%	-25%	0%	0%
Games and Gaming Round Table (GAMERT)	-13%	31%	-25%	50%
Graphic Novel and Comics Round Table (GNCRT)	0%	0%	-33%	-11%
Government Documents Round Table (GODORT)	0%	-25%	0%	0%
Intellectual Freedom Round Table (IFRT)	0%	0%	-8%	22%
International Relations Round Table (IRRT)	0%	0%	-11%	19%
Learning Round Table (LEARNRT)	0%	-25%	0%	0%
Library History Round Table (LHRT)	0%	-25%	0%	0%
Library Instruction Round Table (LIRT)	0%	0%	-9%	21%
Library Research Round Table (LRRT)	0%	0%	-9%	21%
Library Support Staff Interests Round Table (LSSIRT)	-33%	0%	-33%	33%

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Map and Geospatial Information Round Table (MAGIRT)	0%	-25%	0%	0%
New Members Round Table (NMRT)	0%	0%	-7%	24%
Retired Members Round Table (RMRT)	0%	-25%	0%	0%
Rainbow Round Table (RRT)	0%	0%	-7%	24%
Social Responsibilities Round Table (SRRT)	0%	0%	-9%	21%
Staff Organizations Round Table (SORT)	-80%	0%	-110%	-167%
Sustainability Round Table (SUSTAINRT)	-10%	35%	-20%	60%
TOTAL	-4%	-7%	-12%	14%

Organizational and Corporate Members – 3% of ALA Round Table Members

Organizational and Corporate Members are a small category of RT Memberships therefore changes here will have smaller impacts. The current prices charged range from \$6 - \$100 and there is not a clear majority with the rates charged. We recommend that you consider this dues amount in comparison to that of a Personal Member which may pay up to \$15 or \$20. Therefore, we recommend that you finalize these numbers after determining those of a Personal Member and consider rates at 3x or 4x the Regular Member Rate.

Price	Count
\$ 100	1
\$ 60	1
\$ 50	3
\$ 35	2
\$ 30	1
\$ 25	4
\$ 20	4
\$ 15	1
\$ 10	1
\$ 6	1