

TO: ALA Council

SUBJECT: Updated Timeline for Membership Model

BOARD REQUEST: Information Only

ACTION REQUESTED BY: ALA Membership Committee

CONTACT PERSON:

Miranda Bennett, Chair, Membership Committee

Melissa Walling, Staff Liaison, Membership Committee

DRAFT OF MOTION:

On the recommendation of the ALA Membership Committee, the ALA Council to approve an extended timeline for the ALA membership model until FY25 due to additional market research.

DATE: December 19, 2022

BACKGROUND:

Since approval of CD#44, the Membership Committee and Membership Office have been working to finalize the dues prices and seeking opportunities to promote division and round table membership. These efforts have included additional analysis around division and round table memberships as well as consideration for how to engage members in our year-round continuing education platform.

In addition, the Round Table Coordinating Assembly has convened a task force to standardize ALA Round Table dues. This group was convened in response to [Council Action, 25.1](#), recommending an association wide Round Table dues structure. At the division level, there have been various conversations about membership value and dues in connection with the Operating Agreement Working Group and internal staff discussions.

ALA has chosen to re-engage Avenue M in a final phase of financial modeling and recommendations to help guide these complex decisions. Avenue M conducted various membership assessments in 2018 including the initial proposal for the modified membership model. This additional engagement will include a quantitative market study of members and non-members to update since 2018 as well as updated modeling around the financial model. This work will extend the timeline for the new membership model.

The Avenue M engagement for a market study will also give ALA the opportunity to get up to date feedback from members about their perceptions of ALA, post-pandemic recovery and value of ALA products and services.

Updated Timeline:

Task	New Timeline	Original Timeline
Round Table Standardized Dues Task Force to Finalize Recommendation to ALA Membership Committee	Completed	Summer, 2022
Implement Second Council Action Around Increased Salary Threshold for Non-Salaried Membership to \$45,000 from \$30,000	Completed	September 1, 2022
Avenue M re-engagement and finalizing prices and structure	Fall, 2022 – Winter, 2023	Summer and Fall, 2022
ALA Executive Board approval of dues prices	Summer or Fall, 2023	October 2022 or January 2023
ALA Council vote on dues prices	January, 2024	January 2023
Member vote on dues prices <i>Note: Per ALA Bylaws Article I. Membership, Section 2. Dues for personal members shall be set by the Executive Board with approval by a vote of the Council and subject to a mail vote of the personal members.</i>	Spring 2024	Spring 2023
New membership model goes live	September 1, 2024 (FY25)	September 1, 2023 (FY24)

ATTACHMENTS:

Approved Simplified ALA Membership Model - Council Document #44:

<https://www.ala.org/aboutala/sites/ala.org.aboutala/files/content/ALA%20CD%2044%20Membership%20Committee.pdf>

2018 Avenue M Research Study which will be updated for 2022:

https://www.ala.org/aboutala/sites/ala.org.aboutala/files/content/ebd12_12_ALA_survey_results_AvenueM_presentation.pdf