**TO:** PLA Board of Directors

**FROM:** Kara O’Keefe, Manager of Marketing & Membership, [kokeefe@ala.org](mailto:kokeefe@ala.org)

**RE:** Membership

**DATE:** October 9, 2018

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

**ACTION REQUESTED BY:**

**DRAFT OF MOTION:**  N/A

**OVERVIEW**

As of August 2018 (conference year), PLA membership was 9,392, which reflects a 20.74% increase from August 2017 numbers (non-conference year). This is evidence of the lasting effect of PLA Conference on membership. This is the highest PLA membership has been since 2011/2012 (FY12).

Comparison of PLA Membership during conference years (as of August 2016/2018):

|  |  |  |
| --- | --- | --- |
| **PLA Membership** | **FY18** | **FY16** |
| New Members | 2,248 | 1,593 |
| Renewed Members | 6,167 | 6,273 |
| Reinstated Members | 1,201 | 1,123 |
| Dropped Members | 2,155 | 1,862 |
| Overall Members | 9,392 (+6.24% vs FY16) | 8,840 (-0.97% vs FY14) |

As of August 2018, ALA membership was 57,866, a 2.81% increase from July 2016.

**KEY CURRENT ACTIVITIES/METRICS**

**Membership Recruitment**

FY18 closed with 2,248 new members compared to 1,593 in FY16, representing a 41.12% increase. This increase can likely be attributed to a number of factors including increased communication of PLA programs and services to non-member audiences, increase of in-person opportunities to engage with PLA such as Project Outcome and health literacy trainings, and an increase in the member discount for PLA Conference registration.

**Membership Retention**

FY18 closed with a 77.37% retention rate compared to 79.89% in FY16, representing a 3.15% decrease. Though the retention rate has slightly dropped from FY16, it’s on par with the past four conference years’ retention rate average of 77.97%. This is an opportunity for PLA to focus on new ways to engage with existing members, especially first-year members who are less likely to renew. PLA will launch its new member retention campaign in FY19 which includes a monthly communication to new members during their first year of membership, as well a survey at the time of joining paired with a survey toward the end of their first year to measure their change in awareness of PLA’s products and services, as well as their engagement with the association.

**BUDGET**

The FY18 “Services to Members” budget closed as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| **Services to Members** | **FY18 Budget** | **FY18 Actual** | **FY16 Actual** |
| Dues Revenue | $614,400 | $597,655 | $559,567 |
| Expenses | $188,250 | $157,989 | $287,284 |
| Net Revenue | $426,150 | $439,655 | $272,283 |

**ASSESSMENT**

FY19 membership recruitment and retention will be measured as in the past with a goal to increase both over FY17. New opportunities to measure member engagement should be sought and utilized to inform business decisions and increase engagement. PLA is exploring the possibility of launching an annual survey in FY19 to members in order to better understand member need, satisfaction, and engagement with the entire work of the association including membership programs/services, continuing education, initiatives, communications, and more.

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

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