

Membership Committee

2023-2024 ALA CD#39  
2024 ALA LLX Meeting

DRAFT OF MOTION:



On the recommendation of the ALA Membership Committee, the ALA Council to approve the following prices for ALA personal dues effective Fiscal Year 2024-2025.

TO: ALA Council

SUBJECT: ALA Membership Model and Personal Dues

BOARD REQUEST: Board Action

ACTION REQUESTED BY:

|                    |       |
|--------------------|-------|
| Individual Type I  | \$125 |
| Individual Type II | \$55  |
| Supporter:         | \$70  |






### **Phase One – Pricing for Simplified Membership Model:**

The first phase of the membership model will conclude once the prices are adopted. For reference on the action item, t



|               |   |   |
|---------------|---|---|
| Student: \$43 |  | <b>Student: \$40</b><br>Includes individuals enrolled in a program for a certificate or a degree in library and information studies. Student membership is limited to five total years. |
|---------------|---|---|



The Avenue M survey included questions about member value and pricing. Therefore, Avenue M presented 3 prices for consideration for each membership type. The Membership Committee adopted the recommended price point from Avenue M which supported the goals of membership growth, affordability to the member, and revenue generation for ALA.

In looking at other similar associations such as the [American School Counselor Association](#) or the [National Association of Social Workers](#), these prices are in alignment or even lower.

| Membership Tye     | Scenario A (Recommended) | Scenario B (Low) | Scenario C (High) |
|--------------------|--------------------------|------------------|-------------------|
| Individual Type I  | \$125                    | \$115            | \$145             |
| Individual Type II | \$55                     | \$50             | \$60              |
| Supporter:         | \$70                     | \$70             | \$75              |



|                          | Member | Revenue   | Member | Revenue   | Member | Revenue   | Member | Revenue   | Member | Revenue   |
|--------------------------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|-----------|
| Scenario A (Recommended) | 0      | \$183,607 | 561    | \$295,280 | 1,408  | \$500,151 | 2,307  | \$608,244 | 3,522  | \$739,677 |
| Scenario B (Low)         | 0      | -\$87,997 | 839    | \$42,329  | 1,729  | \$233,857 | 2,939  | \$367,682 | 4,484  | \$522,928 |
| Scenario C (High)        | 0      | \$750,122 | -883   | \$687,001 | -1,404 | \$725,305 | -1,630 | \$690,694 | -1,564 | \$676,899 |





Timeline:

| Task  | New Timeline              |
|---|---------------------------|
| Round Table Standardized Dues Task Force to Finalize Recommendation to ALA Membership Committee                         | Completed                 |
| Implement Second Council Action Around Increased Salary Threshold for Non-Salaried Membership to \$45,000 from \$30,000 | Completed                 |
| Avenue M re-engagement and finalizing prices and structure  | Completed                 |
| ALA Executive Board approval of dues prices   | Completed                 |
| ALA Council vote on dues prices   | In Process - January 2024 |
| New membership model goes live  | September 1, 2024 (FY25)  |