At the 2010 ALA Annual Conference, on recommendation by the Council Policy Monitoring Committee (PMC), 2009-2010 ALA CD#17.1, Item #1, The ALA Council voted to DELETE the current Policy 12.1 and REPLACE it with Policy 12, **Organization and Chapter Membership Perquisites,** to read (in its entirety):

> **12. Organization and Chapter Membership Perquisites**
> **Categories of membership are established in the Bylaws, Article I, Section 1. Specific perquisites of Chapter and Organization membership include: American Libraries; Eligibility for division and round table membership; Eligibility for insurance; Discounts on library materials. In addition, all Organization member dues go to support the public awareness efforts of ALA through the Washington Office and the Public Information Office.**

NOTE TO READER: The following was taken from the 2009-2010 ALA CD#17.1, Policy Monitoring Committee Report:

At the 2010 Midwinter Meeting, ALA Council approved the insertion of revisions to Policy 12.1 into the Policy Manual. At that time, PMC notified Council of its intent to propose removal of specific dues levels from the policy, both because specific dues levels do not constitute policy, and because it is inappropriate to include in a policy manual information that can be expected to change with some frequency. As is often the case, the task was more complex than it first appeared.

In addition to the presence of specific dues amounts, PMC notes the following problems:

- Somewhere between 2009 and 2010, the caption changed, as "Perquisites" became "Prerequisites"
- The information about Bylaws authorization is inaccurate. Bylaws Article 1, Section 1 as a whole establishes the categories of membership. Part A covers personal members, B and C cover Chapters and Organization Members, and D covers Corporate Members. Article 1, Section 2 gives Council the authority to set dues, and Section 3 gives Council authority to set perquisites.
- Chapter members are not "Organization members", but both Organization members and Chapter members receive the same perquisites, and the current organization of the Policy makes that difficult to understand.
- Perquisites of membership listed include the handbook of organization and membership directory, but these are no longer distributed (both are online).
- The caption is inaccurate. This Policy only covers Chapter and Organization members. It does not deal with Personal members at all, and Corporate members are present only as a reference.

- Problem 6A: The "Key Partner" section is obsolete. According to John Chrastka, "With the advent of both ALTAFF and the Office for Library Advocacy's e-newsletter, the intent of the 'Key Partner' project is now located in those areas rather than in Membership. The 'key partner' idea predated both of these advocacy units and has been lapped by the work of these units. Also, significant concerns exist about opting a 'partner' into a mailing or emailing regime without their own willful action. It has not been successfully operationalized through membership but the outcomes are being realized through the I Love Libraries newsletter."

To address these matters, PMC proposes the following:

- Change Prerequisites to Perquisites. There was some discussion about whether the term "Benefits" should be used, since it was much less likely to run afoul of spell checkers in the future, but "Perquisites" is the more accurate term.
- Rather than adding a statement about the constitutional authorization for Council to set dues and perquisites, limit the statement to a more general one about where categories of membership are defined. A statement concerning authorization to determine dues and perquisites is unnecessary, and including it provides an opportunity for policy statements to become inaccurate over time as the Constitution or Bylaws may be revised, and references to it are not. A look at older iterations of the Bylaws suggests that this is what happened in this case.
- Recognize that Policy 12 is about perquisites for Chapters and Organization members and make it explicit in the caption.
- Remove the Key Partner provisions of Chapter 12.
- Combine the list of perquisites (which are now identical), removing the reference to the handbook and directory.
- Remove the reference to Corporate Member benefits, since they are not the subject of this policy, and the revised caption makes that clear.

It should be noted that there is some question as to whether the perquisites of membership should be included in the Policy Manual at all, since, as we have seen, they may change over time. If perquisites are removed from the policy, the only thing that remains is the final sentence (and the caption would need to be changed). By presentation of this report, PMC suggests that the Membership Committee consider the matter. The special task force referred to in Action Item 5 would also need to address the issue.

12.1 (deleted by Council at the 2010 Annual Conference)

At the Annual Conference in 2009, ALA Council approved ALA CD#44, with its proposal to adjust the organizational dues rate over a two-year phased in process to begin on September 1, 2009, and Council instructed the Policy Monitoring Committee "to revise policy 12, section 1 to reflect the new rates".

At the 2010 ALA Midwinter Meeting, the Policy Monitoring Committee (PMC) notes that inclusion in the Policy Manual of dues levels, or any other information that can be expected to change with some frequency is inappropriate. It is proposing the changes below only because Council instructed it to. It is PMC's intent to propose revisions to the whole of Policy 12 at Annual Conference, to remove specific dues amounts from the policy, and to replace them with a reference to where the information can be found through the ALA website. PMC is delaying the revision of all of Policy 12 because of several questions that were identified during an attempt to do so.

PMC MOVES DELETION of the current 12.1, and replacement with:

12.1 Dues for Organizational Members:

Levels	FY2010 Dues	FY2011 and thereafter
Very Small	$135	$175
Small	$225	$300
Medium	$350	$500
Large	$1,100	$1,300
Very Large	$1,500	$2,000
Other	$135	$150

Levels are defined as follows:

	Pub. Libs by Service Population	Sch. Libs. by # of Students in District	Acad. Libs by Student FTE
Very Small	<10,000	Single Building or Districts under 200	<1,000
Small	10k-24k	200 - 499	1,001 - 2,999
Medium	25k-99k	500 - 749	3,000 - 9,999
Large	100k-499k	750-999	10,000 - 19,999
Very Large	500k+	1000 or more	20,000+

"Other" is defined as Chapters, Affiliates, International Libraries, Tribal Libraries, Prison Libraries, and other non-profit organizations.

State Library Agencies must self-identify as Very Small to Very Large based on their total budgets minus "pass through" funds.

TO: ALA Council

RE: Organizational Dues Rate Proposal

ACTION REQUESTED/INFORMATION/REPORT:

To review and approve the recommendation from the ALA Membership Committee, the ALA Executive Board, and the Budget Analysis and Review Committee (BARC) to adjust the organizational dues rate.

ACTION REQUESTED BY:

Dora T. Ho, ALA Membership Committee Chair, doraho@yahoo.com

STAFF CONTACT PERSONS:

Cathleen Bourdon, 312-280-3217, cbourdon@ala.org
John Chrastka, 312-280-2159, jchrastka@ala.org

DRAFT OF MOTION:

That ALA Council approves the proposal to adjust the organizational dues rate over a two-year phased in process to begin on September 1, 2009; and that ALA Council requests the Policy Monitoring Committee to revise policy 12, section 1 to reflect the new rates.

DATE: June 15, 2009

BACKGROUND:

The ALA Membership Committee recommends that two changes be made to the organizational dues structure:

- That the levels for organizational members be changed from one that is based on the library's budget to one that is based on the size of the library. The Membership Committee recommends this change to help clear up members' confusion over what should be included in a library's budget in determining the dues amount.
- That the dues rates for organizational members be adjusted over a two-year phased in period.

The Membership Committee considered the following information in making their decision to adjust organizational member dues:

- Organizational dues rates have not been adjusted since FY2000.
- Some organizational members now pay a lower rate than personal members.
- New benefits have been created for organizational members, providing them with greater value for their membership. (See appendix A)

Organizational Dues Rate Proposal
May 2009

Introduction
The ALA organizational membership category covers libraries of all types, non-profits, chapters and affiliates. Membership levels for libraries have historically been linked to 'budget' and six dues levels are currently in use. At Midwinter 2009 in Denver, the ALA Membership Committee approved a proposal to re-index the dues schedule to reflect 'very small' to 'very large' labels on a five point dues scale. An 'other' category will be established for chapters, etc., to accommodate a flat rate for participation. Likewise, state libraries would be indexed on the 5 point scale. The reason the Membership Committee decided to change from a structure based on budget to one based on size was to clear up confusion over what was to be included in a library's budget in determining the dues amount.

In addition to changing the dues scale, the Membership Committee also recommends adjusting the dues amount for organizational members.

Reasons for the Proposed Change in Organizational Dues
The Membership Committee considered the following information in making their decision to adjust the dues for organizational members:

- Organizational dues rates have not been adjusted since FY2000 – nearly ten years.
- Personal members at the 3rd year rate of $130 now pay $20 more than the lowest budget-based level for organizational members, $110. Having a dues structure that prices some organizational memberships at a lower rate than personal members creates unintended issues of equity.
- New benefits for organizational members have recently been enacted to enhance services and provide additional incentives to join. Among several service discounts from outside providers on projects like office supplies, insurance, credit card processing and data recovery, the key new benefit extended to library members is a discount on Annual Conference registration for groups of employees. This new benefit provides real incentive to join or renew as an organization, as the discount on Annual Conference is designed to offset a significant portion of dues. Additional benefits for organizations are being explored for online and in person CE as well as publishing products.

The current benefits for organizational members are listed in Appendix A. The current organizational dues rates and categories are included as Appendix B.

Recommended Change
It is recommended that the current levels of organizational dues be increased over two membership years to provide 1) a positive financial impact against association operating expenses, and 2) pricing commensurate with access and benefits across member types while offsetting some impact to budgets at member institutions. Dues would be increased

an average of 28% each year for two years across all 5 categories, as well as in the 'other' designation for chapters and affiliates, and for state libraries.

The proposed dues change is included as Appendix C.

Financial Impact of Change

As a two step increase, the financial impact in year 1 is rather small with the majority of the new dues revenues being recognized in year 2 and well into the year 3 – technically a 'post increase' year. Year one sees an approx. $30,000 in new dues revenue, year 2 approx. $123,000 in new revenue, and year 3 approx. $245,000 in new revenue.

Process to Make the Change

This proposal was reviewed with BARC on May 6, 2009; approved by the ALA Membership Committee on June 3, 2009; and approved by the ALA Executive Board on June 15, 2009. If ALA Council approves the proposal, the change would be phased in over a two-year period beginning on September 1, 2009. (The ALA Bylaws, Article I, Section 2.9c indicate that the dues and perquisites for Organizational members "shall be set by Council upon recommendation by the Executive Board.")

Appendix A
Benefits for ALA Organizational Members
All organizational members at any level will be entitled to the following benefits of membership:

- **Annual Conference Registration Discount**
  New in 2009, employees of ALA organizational members are eligible to receive a special discounted registration rate for Annual Conference. If four or more employees of an organizational member institution register at the same time, they receive a discount off the non-member rate.

- **Better World Books**
  Organizational Members may take advantage of a 15% discount off books and merchandise purchased through Better World Books. Use discount code 'ALA_2008' when ordering online.

- **DriveSavers Data Recovery**
  Organizational Members save up to 27% on fast, reliable, and secure data recovery services through DriveSavers Data Recovery. Just reference number 'DS82154' when calling 800-440-1904 or online at www.drivesavers.com/estimate for your ALA Organizational Member discount.

- **First National Merchant Services**
  First National Merchant Services offers Organizational Member Libraries a credit card and payment processing solution that provides competitive rates with excellent customer service. First National's program for credit card processing includes:
  - No monthly minimum transaction requirements
  - Internet processing, using Visa and MasterCard e-commerce compliant solutions
  - Check guarantee and verification services, plus FREE check collection services
  - PerformanceOne Interest Bearing Account that earns an attractive, variable interest rate on all your credit card deposits. Funds are easily transferable to your local bank.

  To take advantage of this member benefit or to learn more about First National, call 800-354-3988 or visit www.1800members.com/library. When you call, identify yourself as an ALA Member Library, and be sure to ask for a FREE savings analysis detailing how First National can save your library money.

- **FedEx Advantage Program**
  ALA members are now eligible to receive valuable discounts of up to 26% on select FedEx shipping services and can also take advantage of additional savings on FedEx Freight and FedEx National LTL services. There are no costs and no minimum shipping requirements to take advantage of this great member benefit. ALA members can save:
  - Up to 26% on select FedEx Express services
  - Up to 20% on select FedEx Express international services
  - Up to 12% on select FedEx Ground services
  - Up to 10% on select FedEx Home Delivery services
  - Additional savings on select FedEx Freight and FedEx National LTL services

  For more information or to enroll in the FedEx Advantage Program, please go to www.1800MEMBERS.com/library or call 1-800-MEMBERS (1.800.636.2377, 8 a.m. - 6 p.m. EST, M-F).

- **4imprint**
  4imprint, a leading promotional products supplier, is excited to offer ALA Organizational Member Libraries an additional 10% off their already Guaranteed Lowest Prices. 4imprint offers a large selection of imprinted merchandise with more than 4,000 products—from coffee mugs and pens to awards and apparel; many produced and ready to ship in 9 working days or less! 4imprint Guarantees:
  - Lowest prices or double the difference
  - On-time shipment or your order is free

- 100% customer satisfaction

Visit 4imprint.com/ala today for further details and to obtain your Organizational Member discount code or call our dedicated customer service team toll-free at 1-888-298-8153.

- **Oprah's Book Club**
  Middle and high school media centers, Community college, public, and prison member libraries are entitled to between 2-8 copies of each Oprah Book Club selection upon announcement. In addition, chapters and state libraries receive 10 copies for general distribution and promotion.

- **ALA's Joblist**
  Organizational Members receive up to a 30% discount on job postings through ALA's JobList site - your number one source for careers in Library & Information Science and Technology.

- **Library insurance**
  Arthur J. Gallagher & Co., a leading provider of property and causality insurance for businesses and non-profits, has developed an affinity program for ALA Member public libraries for various insurance products. ALA Member libraries have a unique opportunity with Gallagher to evaluate current insurance needs and choose from supplemental or comprehensive coverages that are written specifically for libraries. Gallagher offers ALA Member libraries "better than market" rates as a benefit.

  Gallagher has worked closely with The Hartford to create a set of options that are specific to the needs of libraries. Contact Gallagher to discuss their many coverage options, including:
  - Pre-construction and construction
  - Building and physical plant
  - Collections
  - Rare books, manuscripts, and artwork
  - Electronic data
  - Employee liability
  - Directors and officers

  Michael Ewert, account associate at Arthur J. Gallagher & Co., is the dedicated representative for ALA Member libraries. Contact him at michael_ewert@ajg.com, or 1-630-285-3664, for a confidential assessment of your library insurance needs. Gallagher's home page can be found at www.ajg.com. Please note that coverage is only available to U.S. public libraries.

- **Publications**
  Organizational Members receive a subscription (ten issues per year) to *American Libraries*, the journal of the Association, providing members with a wealth of knowledge and information about libraries, library work, and current Association events. Members may also receive *AL Direct*, with weekly headlines and breaking news from the library world.

  Organizational Members may take advantage of a special discount on *Booklist Online*, the premier book review site for libraries, published by the American Library Association.

  A free, opt-in subscription to *Library Worklife* e-newsletter from the American Library Association-Allied Professional Association is available to Organizational Members. They may sign up for this $100 value at http://www.ala-apa.org/newsletter/newsletter.html. *Library Worklife* informs readers about issues like career advancement, certification, human resources practice, pay equity, recruitment, research, and work/life balance. Issues of concern for all library workers that impact directors and HR managers are addressed in this valuable monthly e-newsletter.

  Organizational Membership in each division or round table also includes a subscription to their journal or newsletter.

Appendix B
Organizational Dues Structure FY 2009

Current ALA Organizational Dues Structure				
Type	**Dues**	**Library Budget -**		
L1	$110	Library budget of less than $50,000 or other not-for-profits of any size, including International Libraries		
L2	$175	$50,000—$199,999		
L3	$520	$200,000—$499,999		
L4	$865	$500,000—$999,999		
L5	$1,210	$1m —$2m		
L6	$1,415	more than $2m		
Other	$110	ALA Chapters & Affiliated Organizations		

Proposed Organizational Dues Structure FY 2010							
Type			*Public Libraries by Service Population*[1]	*School Libraries*[2]	*Academic by Carnegie Hybrid*[3]	*State Libraries*[4]	*Other*
L1/S1	Very Small		<10,000	Any Single School, or Districts <200	Very Small	Very Small	
L2	Small		10k-24k	Districts 200 - 499	Small	Small	
L3	Medium		25k-99k	Dist 500 - 749	Medium	Medium	
L4	Large		100k-49k	Dist 750-999	Large	Large	
L5	Very Large		500k+	Dist 1000 or more	Very Large	Very Large	
							Intl, Chapter, Affiliate & Non-Profits
Other							

[1] The definition of very small to very large is adapted from the 2003 NCES Public Libraries data.
[2] Adapted from the 2003 NCES School Libraries data.
[3] This will be modeled on the Carnegie Classes used by vendors such as JSTOR to place institutions into one of five fee classes.
[4] Based on operating budget, exclusive of pass through funds.

Appendix C Two-Step Dues Increase for Organizational Members

					2010						2011				
		2009	Levels	% Dues Change	Dues Increase I		+/-	Count		% Dues Change	Dues Increase II		+/-	Count	
Other	$ 110	400	Other	23%	$ 135		0%	400	$ 49,000	11%	$ 150		0%	400	$ 57,000
L1	$ 110	1350	Very Small	23%	$ 135		0%	1350	$ 165,375	30%	$ 175		0%	1350	$ 209,250
L2	$ 175	740	Small	29%	$ 225		0%	740	$ 148,000	33%	$ 300		0%	740	$ 194,250
L3	$ 250	260	Medium	40%	$ 350		0%	260	$ 78,000	43%	$ 500		2%	265	$ 112,710
L4	$ 865	130	Large	27%	$ 1,100		3%	196	$ 192,275	18%	$1,300		2%	200	$ 239,537
L5	$ 1,210	120	Very Large	24%	$ 1,500		3%	392	$ 571,967	33%	$2,000		2%	400	$ 700,488
L6	$ 1,415	320													
	Total Revenue	$1,200,000						3338	$ 1,204,617					3355	$ 1,694,822
	Avg. Dues per Member	$ 361.45							$ 360.87						$ 505.15

Taken from the 2009 Midwinter Policy Monitoring Committee Report to Council

1. ACTION ITEM 1. At the 2008 Annual Conference, Council approved ALA CD#10, which restructures corporate membership by establishing two levels of corporate membership dues, $500 and $2,000, to take effect on September 1, 2008 and at the same time requested that the Policy Monitoring Committee to revise Policy 12, section 2, to read: "Corporate Members: Level 1: $500; Level 2: $2,000." Accordingly,

PMC MOVES the following changes in the ALA Policy Manual:
12, Section 2. DELETE the formatted list under "Corporate Members:" and REPLACE it with the following list:

Corporate Members:
Level 1: Dues $500 annually
Level 2: Dues $2,000 annually

OLD

①

12. Organization Membership Dues and Perquisites

→ ① revised by Council at the 2001 Annual Conference.

The Bylaws, Article I, Section 2-B, C, and D, authorize Council to set the dues and perquisites of Chapters, Organization Members, and Corporate Members. The dues and perquisites established effective with the 2001 Membership Year are as follows:

Chapter Members: Dues $110 annually.

Organization Members

- All organization member dues go to support the public awareness efforts of ALA through the Washington Office and the Public Information Office, specifically.
- Each Organization member may designate one Key Partner member. The Key Partner should be an individual who is in a position to support libraries and is not an employee of the library (e.g. mayor, city manager, superintendent, school principal, academic dean, library trustee, etc.)
- The Key Partner will receive briefing bulletins, either printed or electronic, on library issues.
- The Key Partner is a non-voting member of ALA and will not serve on ALA committees.

1. Library and Library School

Library Budget	Dues
Under $50,000	$ 110
$51,000–$150,000	$ 175
$151,000–$250,000	$ 520
$251,000–$500,000	$ 865
$501,000–$999,000	$1,210
Over $1,000,000	$1,415

2. All other Nonprofit Organization Members (chapters, library associations, international libraries, and nonprofit organizations other than libraries and library schools): Dues $110 annually. For members joining ALA under Bylaw 1.2 B-C, the perquisites of membership shall be *American Libraries*, *ALA Handbook of Organization* and *Membership Directory*, eligibility for division and round table membership, eligibility for insurance, and discounts on library materials.

②

② revised by Council at the 1996 Midwinter mtg.

Corporate Members:

Library Champion:	Dues $5,000 annually
Benefactor:	Dues $2,500 annually
Patron:	Dues $1,000 annually
Contributor:	Dues $350 annually

The benefits to corporate members in each of these categories are available from the Membership Office (*See* Current Reference File for details).

Adopted by Council at the 2001 ALA Annual Conference

2000-2001 CD#17.1
(2001 ALA Annual Conference)

REPORT TO COUNCIL
POLICY MONITORING COMMITTEE
JUNE 17, 2001

In accordance with policy 5.6 of the *ALA Policy Handbook*, the Policy Monitoring Committee (PMC) has reviewed all actions taken by the ALA Council during the 2001 Midwinter Meeting for possible incorporation into, addition to, or changes to the *ALA Policy Handbook*. Based on Council action during the aforesaid meeting, the following additions and changes are recommended:

ACTION ITEMS

Item 1. Based on CD#38, submitted by the ALA Membership Committee, approved by the consent of Council, the PMC recommends Policy #12 (Organization Membership Dues and Perquisites) be amended to read:

The Bylaws, Article I, Section 2-B, C, and D, authorize Council to set the dues and perquisites of Chapters, Organization Members, and Corporate Members. The dues and perquisites established effective with the 2001 Membership Year are as follows:

Organization Members

- All organization member dues go to support the public awareness efforts of ALA through the Washington Office and the Public Information Office, specifically.
- Each Organization member may designate one Key Partner member. The Key Partner should be an individual who is in a position to support libraries and is not an employee of the library (e.g. mayor, city manager, superintendent, school principal, academic dean, library trustee, etc.)
- The Key Partner will receive briefing bulletins, either printed or electronic, on library issues.
- The Key Partner is a non-voting member of ALA and will not serve on ALA committees.

1. Library and Library School

Library Budget:	Dues
Under $50,000	$ 110
$50,000-$150,000	175
$151,000-$250,000	520
$251,000-$500,000	865
$501,000-$999,000	1,210
Over $1,000,000	1,415

2. All other Nonprofit Organization Members (Chapters, library associations, international libraries, and nonprofit organizations other than libraries and library schools) Dues $110. annually. For members joining ALA under Bylaw 1.2 B-C, the perquisites of membership shall be *American Libraries, ALA Handbook of Organization and Membership Directory,* eligibility for division and round table membership, eligibility for insurance, and discounts on library materials. (*See* Current Reference File for details).

End of Section

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ALAMemorandum

2000-2001 CD # 38

ALA Membership Committee
Marianne Hartzell, Chair

To: ALA Council

From: Marianne Hartzell, ALA Membership Committee Chair

Date: January 2001

Subject: **Membership Committee Request for Action and Report**

The ALA Membership Committee has an aggressive multi-faceted campaign for the recruitment and retention of members. We are asking for approval of one action item. BARC and the ALA Executive Board approved this motion at the 2000 Annual Conference.

Move that Organization member dues and benefits be changed to the following:

New features of the Organization member program:

•All organization member dues go to support the public awareness efforts of ALA through the Washington Office and the Public Information Office, specifically.

•Each Organization member may designate one Key Partner member. The Key Partner should be an individual who is in a position to support libraries and is not an employee of the library (e.g., mayor, city manager, superintendent, school principal, academic dean, library trustee, etc.).

•The Key Partner will receive briefing bulletins, either printed or electronic, on library issues.

•The Key Partner is a non-voting member of ALA and will not serve on ALA committees.

CATEGORY	**Current**	**Proposed**
Library Budget:		
Under $50,000	$70	$110
$51,000-$150,000	$110	$175
$151K-$250K	$330	$520
$251K-$500K	$550	$865
$501K-$999K	$770	$1,210
$1M+	$990	$1,415
Chapters, International Libraries, Non-profits	$75	$110

Total new and reinstated division members: 2,829

AASL—	1,176	LAMA--	141
ACRL—	360	LITA--	252
ALCTS--	151	PLA--	332
ALSC--	152	RUSA--	104
ALTA--	18	YALSA--	127
ASCLA--	16		

MGI is currently working on the following promotions: rollout to school, academic, and public librarians; AASL promotion using Encarta Suite as a "lure;" LITA promotion to information professionals; YALSA promotion featuring the member only web site; and ALTA promotions to trustees and to advocates.

Total new and reinstated round table members: 265

Joint Membership Initiatives

The ALA Executive Board has approved the following joint membership initiatives as tests of messages, pricing, and marketing strategies.

Status Report – December 31, 2000

Student membership:

Michigan Library Association – 290 members (initiated March 1999)

Massachusetts Library Association – 15 (July 2000)

Georgia Library Association – 5 (October 2000)

Hawaii Library Association – 3 (November 2000)

Washington Library Association – 7 (December 2000)

We will initiate joint projects in 2001 with the New York Library Association, the Ohio Library Council, and the Florida Library Association

Regular membership:

REFORMA joint membership – 5 (August 2000)

Hawaii Library Association joint regular membership – 2 (November 2000)

California Library Association joint regular membership – 107 (November 2000)

Approved by Council at the 1996 Midwinter Mtg

ITEM #2
PM, p. 131

Policy 12 Organization Membership Dues and Perquisites:
Revise the levels for Corporate Members, as follows:

Corporate Members:

Library Champion:	*Dues $5,000 annually*
Benefactor:	*Dues $2,000 annually*
Patron:	*Dues $1,000 annually*
Contributor:	*Dues $350 annually*

The benefits to corporate members in each of these categories are available from the Membership Office. (See Current Reference File for details).

[This is to accomplish the intent of 1994-95 CD#29, which Council adopted at the 1995 Annual Conference.]

ITEM #3
PM, p. 130

Relationships to Other Organizations. Change the wording of the line 1. before 9.1.1 to read:

"The American Library Association's Executive Board...who must use ALA's name in executing their responsibilities or in entering into joint relationships with other organizations abide by *stated* ALA policies and the following principles:...."

[This is to correct a typographical error.]

TO: ALA Council

FROM: Kay Cassell, Chair, ALA Membership Committee

RE: Membership Committee Recommendations

DATE: June 26, 1995

The ALA Membership Committee voted two action items at the 1995 Annual Conference.

CD #29.1 Revised Corporate Membership and Benefits

We have worked with the staff from the Fund for America's Libraries and with the Exhibits Round Table to link corporate membership and benefits with the Library Champions Program. Attached is a revision of the names, dues rates and benefits for this Corporate Member category. This plan was approved by the ALA Membership Committee on June 24, 1995, and by the Exhibits Round Table Executive Committee on June 25, 1995.

CD #29.2 "Other Members" Personal Dues Category

We were asked by Councilors to examine our dues structure to make ALA membership accessible to library workers that have lower salaries. We noted that the salary minimum of $10,000 had not been changed in ten years. We then worked with the ALA Office for Research and Statistics to determine the salary increases for certain positions in the last ten years. We are recommending that the minimum be raised to $18,000, based on the increases in salaries reported.

We project that this change will work to negate any membership loss resulting from the dues increase and will result in little net impact on membership revenues.

We feel that this move is essential to demonstrate that ALA's value of making membership broadly accessible will be continued.

LIBRARY CHAMPIONS

Raising visibility for America's libraries

The Library Champions are a core group of corporate supporters committed to increasing public awareness of libraries and librarianship in America.

1995 Library Champions

$25,000 +

Microsoft Corporation

The Prudential Company of America

$10,000 – $24,999

DEMCO, Inc.

$5,000 – $9,999

Bantam Doubleday Dell

Brodart Company

The Highsmith Co., Inc.

The Library Corporation

MCI Telecommunications Corporation

Reed Reference Publishing

Ruffner Foundation

Times Mirror

H.W. Wilson Foundation

BENEFITS OF GIVING LEVELS

$5,000 – $9,999

- Name appears on donor board at Midwinter and Annual Conferences
- Logo sticker to affix to name badges at Midwinter and Annual Conferences for all company representatives
- Invitations to "insider" events at Annual and Midwinter Conferences
- Receive *Champions Chronicle*, a semi-annual newsletter about the Library Champions and the programs they support
- Listing of donor's name in *American Libraries*
- Listing of donor's name in Annual Report

$10,000 – $24,999

All of the above, plus:

- Framed certificate of thanks/merit at Annual and Midwinter Conferences
- Special banner to display at exhibit booth at both Conferences
- Use of Library Champions' logo for business promotions and correspondence

$25,000 +

All of the above, plus:

- Event with ALA President and Executive Director at Annual Conference
- Naming opportunities: put your company's name on a project or event that helps promote libraries.
- National and local press release in areas of donor's operations and sales
- Special mention at Conference event
- Specially-designed wall plaques presented at VIP reception

To become a Library Champion contact:

Ellen Thomasson
Library Champions Coordinator
1-800-545-2433 ext.3259
1-312-944-0379 (fax)

THE FUND FOR AMERICA'S LIBRARIES
AMERICAN LIBRARY ASSOCIATION
50 EAST HURON STREET
CHICAGO, ILLINOIS
60611-2795

1994-1995 CD # 29

Revised ALA Corporate Membership and Benefits

Benefits	Contributor $350	Patron $1000	Benefactor $2500	*Library Champion $5,000
ALA corporate membership	X	X	X	X
ERT membership	X	X	X	X
ERT sign in booth at Annual and Midwinter Conferences	X	X	X	X
Notices of state and regional conferences	X	X	X	X
Professional Development Materials	X	X	X	X
Listing in the Conference Program, *American Libraries*, and Cognotes (Annual and Midwinter)		X	X	X
Corporate member logo in exhibitor listing		X	X	X
10% discount on ALA publications		X	X	X
Access to Conference pre-registration mailing list at No Charge		X	X	X
Opportunity to sponsor an ALA award			X	X
One 1/2 page ad in either Cognotes or the Conference program			X	X

*See attached for additional benefits

PERSONAL MEMBERS: "Other Members" Category

PROPOSED BYLAWS CHANGE

I. A. 5. Other Members -- those who are inactive, retired, or unemployed, or are employed full- or part-time in library service or related activities at a salary of less than [$10,000] **$18,000** per annum.

The current salary in this category has been in place since 1985. Based upon percentage changes reported in THE ALA SALARY SURVEY between 1984 and 1994, the increases for three types of positions have been:

	% Increase
Children/Young Adults	83.4%
Reference	64.9%
Cataloging	65.4%

1993-94 CD#18
1993-94 EBD#10.10

REPORT TO COUNCIL
POLICY MONITORING COMMITTEE
JANUARY, 1994

In accordance with Policy 5.6, the Committee has reviewed all Council Actions taken in June 1992 for possible incorporation, additions to, or changes in the *ALA Policy Manual.*

FOR ACTION

Item #1 ALA Policy 10.1 *American Libraries*: Add new first sentence: "The ALA is the publisher of the magazine, *American Libraries.*

This is to accomplish the intent of 1992-93 CD#18.3, Attachment #4.

Item #2 ALA Policy 54.18 Advertising Salary Ranges: Change the first sentence to read: "*Available* salary ranges..."

Change first sentence of second paragraph to read: "All ALA and unit publications printing classified job advertisements shall list the salary ranges for open positions *where available...*"

This wording was approved when Council adopted 1992-93 CD#18.4, Attachment #2.

Item #3 ALA Policy 12 Organization Membership Dues: Change category designation from "*Special Members*" to "*Corporate Members.*"

This change was approved when Council adopted 1992-93 CD#14.2.

Item #4 ALA Policy 7.1.1 Non-Discrimination in Conference Facilities. Change title to "*Non-Discrimination in Conference Contracts.*"

Add new second paragraph: "*The American Library Association will enter into conference-site contracts only with organizations and legal bodies in cities, counties, or states that do not by law discriminate against lesbian, gay, and bisexual people.*"

These two changes will implement Council's intent when it adopted CD#40 at the 1993 Midwinter Meeting. (This was not brought to Council at the 1993 Annual Conference because of an oversight.)

The chair was then turned over the President-Elect Franklin, who presided over the reminder of the meeting.

REPORT OF THE MEMBERSHIP COMMITTEE, CD#14.2, Exhibit 20. Kay Ann Cassell, chair, moved, and by **CONSENT**, Council voted to change the terminology in Bylaw Article I, Sec. 1(a) from *"Foreign Librarians,"* to *"International Librarians,"* and to change the term *"Special Member"* to *"Corporate Member."*

REPORT OF THE PLANNING COMMITTEE. Councilor Regina U. Minudri, chair, reported that after receiving a request from COPES to examine carefully expenditures, programs, and activities, the Planning Committee identified three priority areas for FY 1994: the Washington Office, Intellectual Freedom, and technology issues.

Councilor Minudri also said that during 1994, the Planning Committee: (1) suggested the development of a strategic plan; (2) suggested that COPES and divisions revisit the Operating Agreement provisions as they refer to indirect cost support; (3) communicated to the Executive Board's Directions and Program Review Subcommittee the urgent need to develop guidelines for presidential initiatives; and (4) worked with DPRsC members in reviewing the current Office Accountability Review process.

Councilor Minudri reported that at its spring meeting, the Planning Committee discussed improving access for ALA and recommended that the Executive Director invite several ALA members with significant expertise in electronic access to meet with staff. This meeting was held in mid-June and was described as a productive session resulting in a clearer understanding of ALA's current status and potential for more effective use of electronic communication systems. Councilor Minudri noted that the committee believes this kind of utilization of member leaders is an important way to assist the Association in formulating new directions and she hoped that other similar activities can be identified.

REPORT OF THE USER INSTRUCTION FOR INFORMATION LITERACY COMMITTEE, CD#56, Exhibit 21. Because chair Marsha Broadway was unable to attend the Annual Conference, the committee requested that the proposed revision of ALA Policy 52.6, Instruction in the Use of Libraries, be withdrawn from the agenda and placed on the 1994 Midwinter Meeting agenda.

TO: The ALA Council

FROM: Kay Ann Cassell, ALA Membership Committee Chair

RE: **Foreign Librarians Dues Category**
Special Member Terminology

DATE: June 27, 1993

At the 1993 Midwinter Meeting, the ALA Membership Committee recommended the elimination of the Foreign Librarians dues category. Council asked the Membership Committee to consult with the International Relations Committee and report back to Council at the 1993 Annual Conference. After consultation with the International Relations Committee, the Membership Committee recommends no change in the dues level but does recommend the following:

1. Change the terminology from "Foreign Librarians" to "International Librarians."

The ALA Membership Committee, after consultation with the Exhibits Round Table, recommends the following change in terminology:

2. Change the terminology from "Special Member" to "Corporate Member."

Both groups feel that this change more accurately conveys the members in this membership category.

The motion as amended was moved and Council

VOTED, That the Resolution on Israeli Censorship be referred to the ALA International Relations Committee for study and recommendations; that the parties previously informed of the resolution be told that ALA has referred the matter to its International Relations Committee for study and recommendation; and that the Council and membership receive a report back from the International Relations Committee at the New Orleans Conference.

REPORT OF THE MEMBERSHIP COMMITTEE, CD#14, Exhibit 23. Kay Cassell, chair, moved the following three action items identified in CD#14. President-Elect Franklin said that the Executive Board had reviewed CD#14 and recommended its approval to Council.

With regard to Action Item #1, Kay Cassell explained that ALA Policy 12.1 and 12.2 indicated that the current dues rate for chapter members and for all other nonprofit organization members (library associations, affiliates organizations, foreign organizations, and nonprofit organizations other than libraries and library schools) is $50. On behalf of the Membership Committee, Kay Cassell moved and Council

* VOTED, That the dues rate for chapter members and all other non-profit organization members be set at $75.

Kay Cassell moved and Council

* VOTED, That the dues structure contained in CD#14, Item #2, be changed to shorten the period between first-year member dues and the payment of full dues from four years to three years. Second-year members will pay 76% of the regular member dues.

Kay Cassell then moved that the foreign member dues category be discontinued and that international librarians pay the same rate (e.g., regular, student, trustee, non-salaried) as other personal members of ALA. Councilor Horrocks questioned the rationale for the proposed increase in membership dues for foreign librarians. He said that the dues information provided to Council did not persuade him that the proposed increase would be helpful to the Association, because it would not bring in more money and would, in all likelihood, reduce the current foreign membership.

In response to Councilor Horrocks's concern, Kay Cassell said that it costs more to mail materials to foreign members in a timely fashion, and although $75 does not cover the cost to service a member, the three dues changes would bring into the Association an estimated $54,185. Other Councilors voiced their opposition to the recommendation. Many questions were raised that had not been explored by the Membership Committee. A motion to refer this recommendation back to the Membership Committee was proposed.

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1992-93 CD #14

MEMORANDUM

TO: ALA Council
ALA Constitution & Bylaws Committee

FROM: Kay Cassell, ALA Membership Committee Chair

RE: **ALA Dues Structure Adjustments**

DATE: January 4, 1993

The ALA Membership Committee is recommending three changes in the ALA dues structure.

I.

The Bylaws, Article I, Section 2B and Section 2C authorize Council to set the dues and perquisites upon recommendation by the Executive Board of Chapter Members and Organization Members. Policy 12.1 and 12.2 indicate that the current dues rate for Chapter Members and for All other Nonprofit Organization Members (library associations, affiliated organizations, foreign organizations, and nonprofit organizations other than libraries and library schools) is $50.

The ALA Membership Committee moves that the dues rate for Chapter Members and All other Nonprofit Organization Members be set at $75.00.

This motion has the endorsement of the Membership Committee (January 1992), the Chapter Relations Committee (June 1992), the COPES (October 1992) and the Executive Board (October 1992). This motion was discussed at the Second ALA Membership Meeting at the 1992 Annual Conference.

2.

The Bylaws. Article I. Section 2A. 1. Personal Members.

Current		Proposed	
I. Regular Members	$75	I. Regular Members	$75
3rd year of membership	$60		
2nd year of membership	$49	2nd year of membership	$57
1st year of membership	$38	1st year of membership	$38

Constitution Article IX, Sec. 1: All proposals for amending the Bylaws shall originate in the Council. A proposed amendment or new bylaw shall become effective when it shall have been approved by a majority of the members of the Council present and voting at a meeting of the Council, followed by ratification by the members of the Association either by a vote by mail of a majority of the members of the Association voting, or by a majority vote of the member present and voting at a membership meeting of the Association....

The ALA Membership Committee moves that the above dues structure be changed to shorten the period between first-year member dues and the payment of full dues from four years to three years. Second year members will pay 76% of the Regular member dues.

This motion has the endorsement of the Membership Committee (June 1992), the COPES (April 1992) and the Executive Board (October 1992). This motion was discussed at the Second ALA Membership Meeting at the 1992 Annual Conference.

DUES INFORMATION

The ALA Membership Committee does not recommend an across-the-board dues increase at this time. We are recommending minor changes in the dues structure that will likely increase dues revenues marginally. The above recommendations have the following rationales:

1. Increase from $50 to $75 the dues for Chapters and All other Nonprofit Organization Members. The ALA Membership Committee recognized that services to these groups, particularly to Chapters, have expanded since this dues rate was established in 1984. In FY92, there were 548 members in these categories, accounting for $27,400 in dues revenues. If all of these members renewed at the $75 rate, the would account for $41,110, an increase of $13,700. If 10% of these members dropped, the remaining 493 would account for $36,975, an increase of $9,575 over FY92 actual.

2. Regular members currently do not pay full dues ($75) until the fourth year of regular membership. The ALA Membership Committee concurs with the reduction of dues for newer members of the association. In making this recommendation, we felt that newer members can "get the ALA habit" within three years. In FY92, the members in the first three years of Regular membership accounted for $442,525 in dues revenues. In the proposed structure, these members would account for $507,070, an increase of $64,545. If 10% of the members in the second and third years dropped, the remaining members would account for $469,270, an increase of $26,745 over FY92 actual.

3. The ALA Membership Committee recommends that the dues category be discontinued and that international librarians pay the same rate(s), e.g., Regular, Student, Trustee, Non-Salaried, as other personal members of ALA. The ALA Membership Committee also encourages the continued promotion of ALA membership to international librarians. In FY92 the 793 Foreign Librarians accounted for $35,685 in dues revenue. If all renewed at the $75 rate, the revenues would be $59,475, an increase of $23,790 over FY92 actual.. If 10% of the Foreign Librarians dropped, the remaining members would account for $53,550 in dues revenue, an increase of $17,865 over FY92 actual.

The ALA Membership Committee is currently analyzing the dues structure and the benefits for libraries and library schools and for Continuing Members. We also are analyzing the issues related to offering Life (or multi-year) memberships again.

3.
The Bylaws, Article I, Section 2A, 3, Foreign Librarians.

CURRENT	PROPOSED
Foreign Librarians: $45	Discontinue this dues category and renumber I,2A.

See above for provisions in Constitution Article IX, Sec. 1.

The ALA Membership Committee moves that the Foreign Librarians Category be discontinued and that international librarians pay the same rate(s) as other members.

This motion has the endorsement of the ALA Membership Committee (January 1992), the COPES (April 1992) and the Executive Board (October 1992). This motion was discussed at the Second ALA Membership Meeting at the 1992 Annual Conference.