

**TO:** ALA Executive Board

**RE:** United for Library Group Membership – Request for Extension of Pilot Program

**ACTION REQUESTED BY:** Kay Cassel, Chair, ALA Membership Committee  
Sally G. Reed, Executive Director, United for Libraries

**ACTION REQUESTED/INFORMATION/REPORT:**

Extend the trial period for United for Library group memberships for Friends groups and Board of Trustees, approved at the fall Board meeting in 2013.

**CONTACT PERSON:** Sally G. Reed, Executive Director, United for Libraries,  
[sreede@ala.org](mailto:sreede@ala.org)  
Ron Jankowski, ALA Director, Membership Development,  
[rjankowski@ala.org](mailto:rjankowski@ala.org)

**DRAFT OF MOTION:**

**That the Executive Board approved an additional one-year trial period, to end August 31, 2015, to offer group United for Libraries memberships to Friends groups and Boards of Trustees. These organizational memberships will give friends groups and boards of trustees United for Libraries benefits and opportunities as specified in the attached 2010-2011 and 2012-2013 documents.**

**DATE:** May 20, 2014

**BACKGROUND:**

The group membership pilot program is scheduled to end at the end of FY14. Over the next year, United for Libraries will continue to market and grow the program while working with ALA to integrate it within the ALA business framework so that the program moves from pilot program status to an ongoing program, consistent with ALA business practices.

**Results to date:**

- Kansas – **656** (Friends and Trustee) - \$35.00 = \$22,960
- Nebraska – **556** (Friends and Trustee Groups) – at a rate of \$37.50 = \$20,850
- North Dakota – **168** (Friends and Trustee) - \$37.50 - \$6,300

**Attachments:**

- EBD #12.9 2012-2013
- EBD #12.1 2010-2011

**TO:** ALA Executive Board

**RE:** Group membership in ALA United for Libraries

**ACTION REQUESTED/INFORMATION/REPORT:**

Extend the initial two year trial period for another two years for group membership for Friends groups and Boards of Trustees approved at the fall Board meeting in 2010.

**ACTION REQUESTED BY:** Keith Michael Fiels, ALA Executive Director  
Sally G. Reed, Executive Director, United for Libraries

**CONTACT PERSON:** Sally G. Reed, Executive Director  
United for Libraries

**DRAFT OF MOTION:**

The Executive Board approves an additional two-year trial period to offer group United for Libraries memberships to Friends groups and Boards of Trustees. These organizational memberships will give friends groups and boards of trustees United for Libraries benefits and opportunities, as specified in the October 2010 proposal.

**DATE:** September 28, 2012

**BACKGROUND:**

At its fall 2010 meeting, the Executive Board of ALA approved a two year trial period for a new model of retaining the 3,000 existing FOLUSA member groups following the merger of FOLUSA and ALA/ALTA. This model encouraged Friends groups and Boards of Trustees groups to become members in the new division formed at that time. This membership is based on an organizational membership model and does not include personal membership in ALA or United for Libraries. Group members may not serve on committees, run for office or vote in ALA elections.

This move is intended to give United for Libraries a better way to market itself to groups and boards, who were the former membership of FOLUSA. This will enable United for Libraries to effectively market state-wide group memberships (as in Nebraska) to other state library agencies as United for Libraries president-elect Rod Wagner (state library commissioner in Nebraska) begins his initiative this year to convince other states to follow suit.

Attachments: Fall 2010 proposed group membership trial.

October 2010

## ALTAFF Proposal for Citizen Group Membership

We propose a brand new category in ALA called **Citizen Group Membership**. Here's how it would work and how we can fit it into existing ALA requirements:

- Citizen groups would join ALTAFF in one of the following categories:
  - Friends group
  - Board of Trustees
  - Foundation
- Pricing would be based on size of group for the Friends and by size of library budget for Boards of Trustees and Foundations.
- These citizen groups would become "members" in ALA and get the following ALTAFF benefits:
  - A copy of the VOICE
  - Access to materials in the Friends & Foundation Zone or the Trustee Zone in ALTAFF depending on the category they selected when joining
  - Discounts from ALTAFF corporate sponsors
  - Eligibility for group awards & grants such as ALTAFF's "Best Friends Award" or the Nordstrom Books for Babies grants (not eligible for individual awards or grants)
  - Discounts on ALTAFF publications
- These citizen groups would get the following ALA benefits
  - Access to ALTAFF materials and services
  - 10% discount on items purchased through ALA's Online Store
- Citizen Group members would **not** get the following benefits:
  - *American Libraries*
  - Opportunity to join other ALA Divisions
  - Opportunity to serve on committees
  - Voting privileges
  - Opportunity to apply for individual grants or awards

**TO:** ALA Executive Board

**RE:** *Citizen Group Membership - ALTAFF*

**ACTION REQUESTED/INFORMATION/REPORT:**

Action requested: approve a two-year trial period for a new category within ALA called “Citizen Group Members.”

**ACTION REQUESTED BY:** Association of Library Trustees, Advocates, Friends and Foundations.

**CONTACT PERSON:** Sally G. Reed

**DRAFT OF MOTION:**

The Executive Board grants ALTAFF a two-year trial period to bring in formalized citizen support groups as “members” of ALTAFF without the traditional ALA membership and without ALA membership benefits.

**DATE:** October 18, 2010

**BACKGROUND:** An unanticipated result of the merger between FOLUSA and ALTA was a significant loss of FOLUSA members. Membership in FOLUSA consisted primarily of groups – either Friends groups or Boards of Trustees. When these groups were sent renewals, we had to designate their participation with ALTAFF as “affiliate status” because membership in ALA has proscribed meaning.

Behind the scenes, ALA has been treating these groups as “subscribers” in order for them to fit into pre-existing constraints for membership. As a result, renewals were similar to subscription renewals and there is no ability to ask groups to join as members of ALTAFF. This left our citizen groups (not terribly sophisticated in the ways of ALA) confused – enough so that nearly 1,000 groups did not renew. This resulted in a loss of revenue to ALTAFF of over \$50,000.

We would like to experiment with offering “group membership” in ALTAFF which would not confer upon them any ALA benefits such as voting, committee participation, *American Libraries*, and other traditional “member” benefits.

We believe this model has tremendous potential for bringing in support groups of all types in the future.

Attachments: Proposal, attached.

# ALTAFF Proposal for Citizen Group Membership

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Access to materials in the Friends & Foundation Zone or the Trustee Zone in ALTAFF depending on the category they selected when joining

Discounts from ALTAFF corporate sponsors

Eligibility for group awards & grants such as ALTAFF's "Best Friends Award" or the Nordstrom Books for Babies grants (not eligible for individual awards or grants)

Discounts on ALTAFF publications

These citizen groups would get the following ALA benefits

Access to ALTAFF materials and services

10% discount on items purchased through ALA's Online Store

Citizen Group members would not get the following benefits:

American Libraries

Opportunity to join other ALA Divisions

Opportunity to serve on committees

Voting privileges

Opportunity to apply for individual grants or awards

## Rationale

ALA has departed from the strict personal membership model with the organizational model, this would be another important new model. As a way to bring citizens into the ALA family for the purposes of advocacy and education, this model is ideal for those at the local level who are not interested in ALA membership but want to be members of the national organization representing their needs and providing services especially for them – ALTAFF – "Citizens for Libraries." If individuals become more interested in becoming active members of ALA, they are welcome to join!