TO: ALA Executive Board

RE: Your ALA Dollar

ACTION REQUESTED/INFORMATION/REPORT:
Discussion

ACTION REQUESTED BY:
Cathleen Bourdon, AED, Advocacy and Member Relations Department

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DRAFT OF MOTION:
N/A

DATE: June 27, 2016

BACKGROUND:
The attached infographics are intended to show members how their dues dollars and other ALA revenue go to support our mission and strategic directions. Major thanks go to Keith Brown for his assistance in analyzing the data for the infographics.

ATTACHMENTS: Your ALA Dollar; ALA Revenue Sources
YOUR ALA DOLLAR

Advocacy for Libraries and the Profession
15%

Tools, training, legislative updates, and timely calls to action at the federal, state, and local level that make you and other library supporters the most effective champions for libraries and users.

Literacy, Diversity and Equity of Access
12%

Training, programming, recognition, scholarships, and strategies for diversifying the field of librarianship while empowering your diverse constituents to use libraries and information-based resources to transform their lives and communities.

Information Policy and Intellectual Freedom
14%

Resources and support for funding and policies at local, state, and federal levels that help you protect open access, enhance digital access, and keep libraries democratic, as well as active defense of the right of library users to read, seek information, and speak freely.

Professional and Leadership Development
36%

Programs, publications, face-to-face events, elearning and web resources that help you do a better job, build a better library, and advance your career goals through continuous learning opportunities and professional engagement.

Member Engagement and Support
23%

Support and facilitation of inclusive engagement that helps you connect with colleagues as you solve problems, stay informed, advance your career, and improve your home library or organization, while making the world a better place through libraries.
<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Dues</td>
<td>17%</td>
</tr>
<tr>
<td>Meetings &amp; Conferences</td>
<td>27%</td>
</tr>
<tr>
<td>Publishing</td>
<td>36%</td>
</tr>
<tr>
<td>Grants &amp; Awards</td>
<td>9%</td>
</tr>
<tr>
<td>Interest &amp; Dividends</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
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</tbody>
</table>

For every dollar in dues, ALA generates an additional four dollars in revenue from publications, meetings and conferences, grants and awards, interest and dividends and other revenue sources. Percentages are based on the 2016 ALA budget and include revenues from divisions, round tables, and the ALA general fund. The category “Interest & Dividends” includes interest income and approved transfers from the ALA Endowment Fund. The “Other” category includes donations, royalties, and miscellaneous fees and revenues.