

**YALSA Board of Directors Meeting
ALA Annual Conference, Washington DC
June 24 – 29, 2010**

Topic: Evaluating Dues Structure

Background: Recent practice has been that the Board make time to evaluate YALSA's dues structure every five years. 2005 was the last time the Board had a discussion about dues. The last change to YALSA's dues structure went into effect in September 2006 when a category was created for retirees and regular member dues were raised from \$40 to \$50, student dues were raised from \$15 to \$20 and corporate dues were raised from \$40 to \$60. Given the inflation over the past five years as well as the fact that many librarians are now under or unemployed, YALSA may want to evaluate its dues structure to see if changes are necessary. Any changes to YALSA's dues structure must be put to a vote before the YALSA membership. Therefore, the soonest any changes could go into effect would be September 2011, which is the start of FY12.

Action Required: Discussion

YALSA Current Dues Structure (in place since FY06):

Regular member, \$50
Student member, \$20
Retired member, \$20
Corporate member, \$60
Organizational member, \$60

Dues as a part of YALSA's total revenues:

Fiscal Year	Percent of revenue
FY05	48%
FY06	41%
FY07	36%
FY08	36%
FY09	35%

ALA Divisions' dues rates as of FY10:

Division	Current Rate: regular member	Current Rate: student member	Current Rate: other personal member	Organizational rates
AASL	\$50	\$20	\$25 (retiree)	\$75 (library, corporate)
ACRL	\$55	\$35	\$35 (retiree)	\$110 (library, corporate)
ALCTS	\$65	\$15	\$25 (support staff)	\$75 (library, corporate)
ALSC	\$45	\$18	none	\$45 (library, corporate)
ALTAFF	\$55	none	none	\$50 (corporate) \$250 (Friends groups)
ASCLA	\$40	\$15	\$15 (retiree)	\$50 (corporate) \$500 (state libraries)
LLAMA	\$35 (1 st yr.) \$50 (2 nd yr. Forward)	\$15	none	\$65 (library, corporate)
LITA	\$60	\$25	none	\$90 (library, corporate)
PLA	\$50	\$10	\$40 (retiree, inactive or non-salaried)	\$50 (library, corporate)
RUSA	\$60	\$25	\$30 (retiree, support staff or non-salaried)	\$80 (library, corporate)
YALSA	\$50	\$20	\$20 retiree	\$60 (library, corporate)

Points to consider:

Based on the Consumer Price Index (the measure of the average change in prices over time in a market), a good or service that cost \$50 in 2006, costs \$53.76 in 2010.

Given the fiscal stress many librarians and library workers are experiencing, should YALSA be providing dues discounts to additional types of library workers, such as for support staff and non-salaried individuals?

- ALA already offers special rates for these categories. In terms of impact on the existing YALSA membership, a total of 309 YALSA members currently pay the ALA reduced rate in these categories.

For the past two fiscal years, YALSA has been operating on a break even budget. In other words, revenues equal expenses. If YALSA's dues revenue continues to shrink, or is purposely reduced by providing additional discounts, what programs or services will be scaled back or eliminated to compensate for the lost revenue?

Since the recession began, the increase in the number of members taking advantage of the discounted categories is minimal.

The economy is not likely to improve soon. News reports are increasingly talking about the likelihood of a "double dip recession," wherein there is modest recovery for a few months, but then the economy slips into another recession. This is especially serious for public libraries, which average 80% of their funding from local sources. Since states cannot run a budget deficit (like the federal government), they will need to continue to cut services. This means that it is likely that YALSA members will

continue to feel financial stress and that YALSA will continue to see reduced revenues as fewer members renew dues, purchase products and services, etc. Due to the break even budget scenario, the change to the Consumer Price Index, and the possibility of a ongoing recession it is not possible to continue to provide the same services and support to members if revenues stay flat. If dues revenues will not increase, then, YALSA will need to increase revenues in other areas in order to maintain the same level of services and support.

Possible Dues Adjustments: as a comparison, dues revenue in FY09 was \$216,082. All member data is based on FY10 figures.

1. Leave dues the same and re-evaluate in one year.

Dues Rates:	Projected Annual Revenues
Keep all the same	3,288 members @ \$50 = \$164,440 1,212 members @ \$20 = \$ 24,240 378 members @ \$60 = \$ 22,680 TOTAL: \$211,320 (assumes a 3% reduction in membership)

2. Leave existing dues the same, but create a new category for non-salaried members (can include unemployed and hourly workers, like support staff)

Dues Rates:	Projected Annual Revenues
Same for existing, but with new non-salaried rate of \$20	3,020 members @ \$50 = \$151,000 1,400 members @ \$20 = \$ 28,000 378 members @ \$60 = \$ 22,680 TOTAL: \$201,680 (assumes an 8% reduction in regular membership)

3. Increase regular member dues only:

Increase dues to:	Projected Annual Revenues
\$55	3,052 members @ \$55 = \$167,860 1,212 members @ \$20 = \$ 22,640 378 members @ \$60 = \$ 22,680 TOTAL: \$213,180 (assumes an 8% reduction in regular membership & a 3% in others)
\$60	2,960 members @ \$60 = \$177,600 1,212 members @ \$20 = \$ 22,640 378 members @ \$60 = \$ 22,680 TOTAL: \$222,920 (assumes a 10% reduction in regular membership & a 3% in others)

4. Increase regular member, student and retiree dues:

Increase dues to:	Projected Annual Revenues
\$55 (regular member) \$25 (student & retiree) \$65 (corporate & org.)	3,052 members @ \$55 = \$167,860 1,150 members @ \$25 = \$ 28,750 359 members @ \$65 = \$ 23,335 TOTAL: \$219,945 (assumes an 8% overall reduction in membership)
\$60 (regular member) \$25 (student & retiree) \$70 (corporate & org.)	2,960 members @ \$60 = \$177,600 1,125 members @ \$25 = \$ 28,125 351 members @ \$70= \$ 24,570 TOTAL: \$230,295 (assumes a 10% overall reduction in membership)

5. Increase regular member, student and retiree dues and add a discounted rate of \$25 for non-salaried members:

Increase dues to:	Projected Annual Revenues
\$55 (regular member) \$25 (student, retiree, nonsal.) \$65 (corporate & org.)	2,741 members @ \$55 = \$150,755 1,434 members @ \$25 = \$ 35,850 359 members @ \$65 = \$ 23,335 TOTAL: \$209,940 (assumes an 8% reduction in membership in all areas, except a 3% reduction in nonsalaried)
\$60 (regular member) \$25 (student, retiree, nonsal.) \$70 (corporate & org.)	2,682 members @ \$60 = \$160,920 1,404 members @ \$25 = \$ 35,100 351 members @ \$70= \$ 24,570 TOTAL: \$220,590 (assumes a 10% reduction in membership in all areas, except a 3% reduction in nonsalaried))

Additional resources:

Communicating a Change in Dues Structure:

www.asaecenter.org/PublicationsResources/AMMagArticleDetail.cfm?ItemNumber=11375

Keeping Membership Strong in a Recession:

www.asaecenter.org/PublicationsResources/ANowDetail.cfm?ItemNumber=42129

The Lowdown on Raising Dues:

www.asaecenter.org/PublicationsResources/EnewsletterMembership.cfm?ItemNumber=32393

Revitalizing Existing Revenue Streams:

www.asacenter.org/PublicationsResources/ANowDetail.cfm?ItemNumber=50777