

Summary of Dues Standardization for Round Tables (RT)

A few details:

- Round Tables generate approximately \$190K in dues revenue annually and represent 17,500 memberships. Overall, RT membership has been growing each year.
- The analysis listed below is by membership type because of the varying prices. This means that the percentage changes in counts and revenue displayed in the charts below are for that membership type only and not the entire membership base.
 - Once final suggestions are made on prices, we can summarize the overall impact on RT total member counts and dues revenue.
- Price sensitivity related to retention and attrition, respectively, are based generally on Avenue M's ALA-commissioned survey findings and the American Society of Association Executives (ASAE) general survey data. The pricing sensitivity metric that was applied is a 20% attrition of the percentage of price increase. This is based on the typical attrition rate as found in the American Society of Association Executives Policies & Procedures Report.
- There is a corresponding assumption of growth if the price decreases.

Regular Members – 49% of ALA Round Table Members

Regular Members are the largest category of RT Members representing nearly 50% of all memberships. Careful attention should be given to the pricing of this membership category as changes here will have larger impacts on total revenue. The majority of RTs charge either \$15 or \$20 for Regular Members with 3 charging \$10 and 1 charging \$3.

	Price	Count
\$	20	7
\$	15	8
\$	10	3
\$	3	1

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\$15 Dues Rate

	\$15 Percentage Change in Counts	\$15 Percentage Change in Revenue	\$15 Variance in Counts	\$15 Variance in Dues Revenue
Ethnic and Multicultural Information Exchange Round Table (EMIERT)	5%	-21%	29	(\$2,555)
Film and Media Round Table (FMRT)	5%	-21%	10	(\$905)
Games and Gaming Round Table (GAMERT)	-10%	35%	-46	\$1,565
Graphic Novel and Comics Round Table (GNCRT)	0%	0%	0	\$0
Government Documents Round Table (GODORT)	5%	-21%	16	(\$1,380)
Intellectual Freedom Round Table (IFRT)	0%	0%	0	\$0
International Relations Round Table (IRRT)	0%	0%	0	\$0
Learning Round Table (LEARNRT)	5%	-21%	15	(\$1,310)
Library History Round Table (LHRT)	5%	-21%	13	(\$1,165)
Library Instruction Round Table (LIRT)	0%	0%	0	\$0
Library Research Round Table (LRRT)	0%	0%	0	\$0
Library Support Staff Interests Round Table (LSSIRT)	-10%	34%	-17	\$565
Map and Geospatial Information Round Table (MAGIRT)	5%	-22%	7	(\$660)
New Members Round Table (NMRT)	0%	0%	0	\$0
Retired Members Round Table (RMRT)	4%	-22%	1	(\$120)
Rainbow Round Table (RRT)	0%	0%	0	\$0
Social Responsibilities Round Table (SRRT)	0%	0%	0	\$0
Staff Organizations Round Table (SORT)	-80%	100%	-88	\$4,070
Sustainability Round Table (SUSTAINRT)	-10%	35%	-47	\$1,620
TOTAL	-1%	-3%	-107	(\$275)

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\$20 Dues Rate

	\$20 Percentage Change in Counts	\$20 Percentage Change in Revenue	\$20 Variance in Counts	\$20 Variance in Dues Revenue
Ethnic and Multicultural Information Exchange Round Table (EMIERT)	0%	0%	0	\$0
Film and Media Round Table (FMRT)	0%	0%	0	\$0
Games and Gaming Round Table (GAMERT)	-20%	60%	-91	\$2,690
Graphic Novel and Comics Round Table (GNCRT)	-7%	24%	-40	\$2,195
Government Documents Round Table (GODORT)	0%	0%	0	\$0
Intellectual Freedom Round Table (IFRT)	-7%	24%	-44	\$2,380
International Relations Round Table (IRRT)	-7%	24%	-26	\$1,365
Learning Round Table (LEARNRT)	0%	0%	0	\$0
Library History Round Table (LHRT)	0%	0%	0	\$0
Library Instruction Round Table (LIRT)	-7%	24%	-83	\$4,500
Library Research Round Table (LRRT)	-7%	24%	-33	\$1,800
Library Support Staff Interests Round Table (LSSIRT)	-20%	60%	-33	\$980
Map and Geospatial Information Round Table (MAGIRT)	0%	0%	0	\$0
New Members Round Table (NMRT)	-7%	24%	-37	\$2,030
Retired Members Round Table (RMRT)	0%	0%	0	\$0
Rainbow Round Table (RRT)	-7%	24%	-57	\$3,110
Social Responsibilities Round Table (SRRT)	-7%	24%	-53	\$2,860
Staff Organizations Round Table (SORT)	-100%	-100%	-124	(\$3,130)
Sustainability Round Table (SUSTAINRT)	-20%	60%	-93	\$2,790
TOTAL	-8%	18%	-714	\$23,570

Student Members – 29% of ALA Round Table Members

Student Members are the second largest category of RT Members representing nearly 30% of all memberships. Careful attention should be given to the pricing of this membership category as changes here will have larger impacts on total revenue. The majority of RTs charge either \$10 or \$5 for Student Members with 2 charging \$20, 1 charging \$3, and 4 charging \$0.

Note: close to 60% of ALA Student members are part of the [joint student membership program](#) which provides discounted membership to ALA and the ALA Chapter at \$44 total.

Price		Count
\$	20	2
\$	10	6
\$	5	6
\$	3	1
\$	-	4

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\$0 Dues Rate – *it is difficult to predict growth at the \$0 rate – it is likely we could see significant growth in Student Members that would need to be supported without any revenue coming into the round table.*

	\$0 Percentage Change in Counts	\$0 Percentage Change in Revenue	\$0 Variance in Counts	\$0 Variance in Dues Revenue
Ethnic and Multicultural Information Exchange Round Table (EMIERT)	20%	-100%	44	\$ (2,220)
Film and Media Round Table (FMRT)	0%	0%	0	\$ -
Games and Gaming Round Table (GAMERT)	19%	-100%	30	\$ (1,540)
Graphic Novel and Comics Round Table (GNCRT)	20%	-100%	49	\$ (1,245)
Government Documents Round Table (GODORT)	20%	-100%	7	\$ (350)
Intellectual Freedom Round Table (IFRT)	20%	-100%	54	\$ (1,365)
International Relations Round Table (IRRT)	20%	-100%	18	\$ (455)
Learning Round Table (LEARNRT)	18%	-100%	6	\$ (660)
Library History Round Table (LHRT)	20%	-100%	21	\$ (525)
Library Instruction Round Table (LIRT)	20%	-100%	42	\$ (1,055)
Library Research Round Table (LRRT)	0%	0%	0	\$ -
Library Support Staff Interests Round Table (LSSIRT)	19%	-100%	8	\$ (430)
Map and Geospatial Information Round Table (MAGIRT)	19%	-100%	5	\$ (260)
New Members Round Table (NMRT)	20%	-100%	107	\$ (5,360)
Retired Members Round Table (RMRT)	0%	0%	0	\$ -
Rainbow Round Table (RRT)	20%	-100%	71	\$ (1,780)
Social Responsibilities Round Table (SRRT)	0%	0%	0	\$ -
Staff Organizations Round Table (SORT)	-100%	-100%	-49	\$ (60)
Sustainability Round Table (SUSTAINRT)	0%	0%	0	\$ -
TOTAL	8%	-100%	413	\$ (17,305)

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\$5 Dues Rate

	\$5 Percentage Change in Counts	\$5 Percentage Change in Revenue	\$5 Variance in Counts	\$5 Variance in Dues Revenue
Ethnic and Multicultural Information Exchange Round Table (EMIERT)	10%	-45%	22	\$ (1,000)
Film and Media Round Table (FMRT)	-20%	100%	-110	\$ 2,180
Games and Gaming Round Table (GAMERT)	10%	-45%	15	\$ (695)
Graphic Novel and Comics Round Table (GNCRT)	0%	0%	0	\$ -
Government Documents Round Table (GODORT)	9%	-46%	3	\$ (160)
Intellectual Freedom Round Table (IFRT)	0%	0%	0	\$ -
International Relations Round Table (IRRT)	0%	0%	0	\$ -
Learning Round Table (LEARNRT)	12%	-72%	4	\$ (475)
Library History Round Table (LHRT)	0%	0%	0	\$ -
Library Instruction Round Table (LIRT)	0%	0%	0	\$ -
Library Research Round Table (LRRT)	-20%	100%	-117	\$ 2,330
Library Support Staff Interests Round Table (LSSIRT)	9%	-45%	4	\$ (195)
Map and Geospatial Information Round Table (MAGIRT)	8%	-46%	2	\$ (120)
New Members Round Table (NMRT)	10%	-45%	53	\$ (2,415)
Retired Members Round Table (RMRT)	0%	0%	0	\$ -
Rainbow Round Table (RRT)	0%	0%	0	\$ -
Social Responsibilities Round Table (SRRT)	-20%	100%	-176	\$ 3,510
Staff Organizations Round Table (SORT)	-20%	33%	-4	\$ 20
Sustainability Round Table (SUSTAINRT)	-20%	100%	-162	\$ 3,235
TOTAL	-9%	35%	-466	\$ 6,215



Library Support Staff, International, Non-Salaried and Retired – 18% of ALA Round Table Members

These [member types are going to be combined together](#) for FY24 and represent less than 20% of all RT Members. Changes here will have lower impacts on total revenue. The majority of RTs charge either \$15 or \$20 for these members with 2 charging \$10, 3 charging \$5 and 1 charging \$3. We therefore recommend a price point of either \$15 or \$20.

Price	Count
\$20	7
\$15	6
\$10	2
\$5	3
\$3	1

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\$15 Dues Rate

	\$15 Percentage Change in Counts	\$15 Percentage Change in Revenue	\$15 Variance in Counts	\$15 Variance in Dues Revenue
Ethnic and Multicultural Information Exchange Round Table (EMIERT)	5%	-22%	7	\$ (650)
Film and Media Round Table (FMRT)	4%	-22%	2	\$ (225)
Games and Gaming Round Table (GAMERT)	-10%	35%	-10	\$ 340
Graphic Novel and Comics Round Table (GNCRT)	-40%	79%	-34	\$ 330
Government Documents Round Table (GODORT)	5%	-22%	10	\$ (945)
Intellectual Freedom Round Table (IFRT)	0%	0%	0	\$ -
International Relations Round Table (IRRT)	0%	0%	0	\$ -
Learning Round Table (LEARNRT)	5%	-22%	3	\$ (280)
Library History Round Table (LHRT)	4%	-22%	4	\$ (415)
Library Instruction Round Table (LIRT)	0%	0%	0	\$ -
Library Research Round Table (LRRT)	0%	0%	0	\$ -
Library Support Staff Interests Round Table (LSSIRT)	-10%	34%	-22	\$ 730
Map and Geospatial Information Round Table (MAGIRT)	5%	-21%	2	\$ (170)
New Members Round Table (NMRT)	0%	0%	0	\$ -
Retired Members Round Table (RMRT)	5%	-21%	14	\$ (1,205)
Rainbow Round Table (RRT)	0%	0%	0	\$ -
Social Responsibilities Round Table (SRRT)	-40%	80%	-113	\$ 1,125
Staff Organizations Round Table (SORT)	-80%	100%	-36	\$ 585
Sustainability Round Table (SUSTAINRT)	-40%	79%	-54	\$ 530
TOTAL	-7%	-1%	-227	\$ (250)

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\$20 Dues Rate

	\$20 Percentage Change in Counts	\$20 Percentage Change in Revenue	\$20 Variance in Counts	\$20 Variance in Dues Revenue
Ethnic and Multicultural Information Exchange Round Table (EMIERT)	0%	0%	0	\$ -
Film and Media Round Table (FMRT)	0%	0%	0	\$ -
Games and Gaming Round Table (GAMERT)	-20%	59%	-20	\$ 580
Graphic Novel and Comics Round Table (GNCRT)	-61%	57%	-51	\$ 240
Government Documents Round Table (GODORT)	0%	0%	0	\$ -
Intellectual Freedom Round Table (IFRT)	-7%	24%	-15	\$ 820
International Relations Round Table (IRRT)	-7%	24%	-39	\$ 2,130
Learning Round Table (LEARNRT)	0%	0%	0	\$ -
Library History Round Table (LHRT)	0%	0%	0	\$ -
Library Instruction Round Table (LIRT)	-7%	24%	-11	\$ 580
Library Research Round Table (LRRT)	-7%	24%	-7	\$ 375
Library Support Staff Interests Round Table (LSSIRT)	-20%	59%	-43	\$ 1,260
Map and Geospatial Information Round Table (MAGIRT)	0%	0%	0	\$ -
New Members Round Table (NMRT)	-7%	24%	-13	\$ 685
Retired Members Round Table (RMRT)	0%	0%	0	\$ -
Rainbow Round Table (RRT)	-7%	24%	-13	\$ 690
Social Responsibilities Round Table (SRRT)	-60%	59%	-170	\$ 830
Staff Organizations Round Table (SORT)	-100%	100%	-51	\$ (615)
Sustainability Round Table (SUSTAINRT)	-60%	58%	-81	\$ 390
TOTAL	-16%	17%	-514	\$ 7,965

Associates, Friends and Trustees – 1% of ALA Round Table Members

These [member types are going to be combined together](#) for FY24 and represent only 1% of all RT Members. Changes here will have lower impacts on total revenue. The majority of RTs charge either \$15 or \$20 for these members with 3 charging \$10 and 1 charging \$3. We therefore recommend a price point of either \$15 or \$20.

	Price	Count
\$	20	7
\$	15	8
\$	10	3
\$	3	1

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\$15 Dues Rate

	\$15 Percentage Change in Counts	\$15 Percentage Change in Revenue	\$15 Variance in Counts	\$15 Variance in Dues Revenue
Ethnic and Multicultural Information Exchange Round Table (EMIERT)	3%	-23%	1	-\$150
Film and Media Round Table (FMRT)	0%	-25%	0	-\$30
Games and Gaming Round Table (GAMERT)	-13%	31%	-1	\$25
Graphic Novel and Comics Round Table (GNCRT)	0%	0%	0	\$0
Government Documents Round Table (GODORT)	0%	-25%	0	-\$80
Intellectual Freedom Round Table (IFRT)	0%	0%	0	\$0
International Relations Round Table (IRRT)	0%	0%	0	\$0
Learning Round Table (LEARNRT)	0%	-25%	0	-\$45
Library History Round Table (LHRT)	0%	-25%	0	-\$30
Library Instruction Round Table (LIRT)	0%	0%	0	\$0
Library Research Round Table (LRRT)	0%	0%	0	\$0
Library Support Staff Interests Round Table (LSSIRT)	-33%	0%	-1	\$0
Map and Geospatial Information Round Table (MAGIRT)	0%	-25%	0	-\$20
New Members Round Table (NMRT)	0%	0%	0	\$0
Retired Members Round Table (RMRT)	0%	-25%	0	-\$25
Rainbow Round Table (RRT)	0%	0%	0	\$0
Social Responsibilities Round Table (SRRT)	0%	0%	0	\$0
Staff Organizations Round Table (SORT)	-80%	0%	-8	\$0
Sustainability Round Table (SUSTAINRT)	-10%	35%	-2	\$70
TOTAL	-4%	-7%	-11	-\$285

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\$20 Dues Rate

	\$20 Percentage Change in Counts	\$20 Percentage Change in Revenue	\$20 Variance in Counts	\$20 Variance in Dues Revenue
Ethnic and Multicultural Information Exchange Round Table (EMIERT)	0%	0%	0	\$0
Film and Media Round Table (FMRT)	0%	0%	0	\$0
Games and Gaming Round Table (GAMERT)	-25%	50%	-2	\$40
Graphic Novel and Comics Round Table (GNCRT)	-33%	-11%	-1	-\$5
Government Documents Round Table (GODORT)	0%	0%	0	\$0
Intellectual Freedom Round Table (IFRT)	-8%	22%	-3	\$120
International Relations Round Table (IRRT)	-11%	19%	-1	\$25
Learning Round Table (LEARNRT)	0%	0%	0	\$0
Library History Round Table (LHRT)	0%	0%	0	\$0
Library Instruction Round Table (LIRT)	-9%	21%	-1	\$35
Library Research Round Table (LRRT)	-9%	21%	-1	\$35
Library Support Staff Interests Round Table (LSSIRT)	-33%	33%	-1	\$10
Map and Geospatial Information Round Table (MAGIRT)	0%	0%	0	\$0
New Members Round Table (NMRT)	-7%	24%	-2	\$105
Retired Members Round Table (RMRT)	0%	0%	0	\$0
Rainbow Round Table (RRT)	-7%	24%	-1	\$50
Social Responsibilities Round Table (SRRT)	-9%	21%	-2	\$70
Staff Organizations Round Table (SORT)	-100%	-100%	-11	-\$50
Sustainability Round Table (SUSTAINRT)	-20%	60%	-4	\$120
TOTAL	-12%	14%	-30	\$555



Organizational and Corporate Members – 3% of ALA Round Table Members

Organizational and Corporate Members are a small category of RT Memberships therefore changes here will have smaller impacts. The current prices charged range from \$6 - \$100 and there is not a clear majority with the rates charged. We recommend that you consider this dues amount in comparison to that of a Personal Member which may pay up to \$15 or \$20. Therefore, we recommend that you finalize these numbers after determining those of a Personal Member and consider rates at 3x or 4x the Regular Member Rate.

	Price	Count
\$	100	1
\$	60	1
\$	50	3
\$	35	2
\$	30	1
\$	25	4
\$	20	4
\$	15	1
\$	10	1
\$	6	1