



**Proposal to adjust the PNLA Membership Fee Schedule
Submitted to the PNLA Membership on June 4, 2013**

According to the PNLA Manual, Article III, Section 4: "The Board of Directors shall propose changes to the dues to the membership. Members shall be notified in writing no less than sixty days prior to the vote, which shall be conducted either by mail or at any business meeting of the Association."

PNLA is proposing a simplified fee structure for individual and institutional membership. All individual memberships would cost \$50/year, and all institutional memberships would cost \$150/year. Institutional memberships would enable institutions to send an unlimited number of attendees to the annual conference at the member rate.

Background:

At the November 2012 PNLA Board meeting, the Board voted to explore methods to simplify the current dues structure and present the following recommendation to the PNLA membership for their consideration. This decision was thoughtfully considered and debated, and the decision to propose this simplified fee structure was made for several reasons.

Despite a significant amount of work by the PNLA Board and its State and Provincial representatives, PNLA membership dues have continued to decline over the past several years. There are now 194 individual members and 20 institutional members, which represents a steady decline from 2006. Most of the individual members join PNLA at the introductory rate of \$35 in order to take advantage of conference savings when the PNLA conference is hosted in their state or province.

PNLA has not adjusted its membership fee structure since at least 2004, and in the intervening years, a number of additional considerations have been contemplated by the Board.

- *Increased overhead associated with providing online membership renewal with a credit card.* The most dominant PNLA membership type is the \$35 First-Time member rate, linked to conference registration. On these small transactions, close to \$5 is transaction and credit card fees. On these transactions, close to 14% of the transaction goes to overhead, and this has impacted anticipated revenue.
- *Increased privacy for members.* PNLA has not updated its sliding-scale membership rates in approximately 10 years, and most of the Board felt that library salaries in some areas had grown beyond the salary scales listed. Instead of adjusting the salary scales accordingly, the PNLA Board also decided that including one's salary information on the PNLA membership information was an unnecessary element of personal information. \$50 represents a balanced price increase for those at the lower end of the spectrum, and it represents savings for those with the most ability to pay.
- *Decreased revenue from Individual Membership dues.* PNLA membership has continued to decline, and with it, there has been declining revenue from Individual Membership. By

reducing the price point for those most able to pay, the PNLA Board hopes that library professionals will be able to join PNLA in addition to their national and local associations.

- *A shift toward Institutional Membership.* PNLA hoping to shift is membership revenue stream from individual membership dues to institutional membership dues. And by creating value for Institutional Membership, by allowing them to send an unlimited number of attendees to the PNLA conference at the member rate, further shifting revenue to the conference, which has become PNLA’s main source of income.

Individual Membership.

Under the proposed new fee structure, PNLA would eliminate its current Individual Membership fee structure (listed below):

Membership Scale	Rate
Renewing Student	\$20
Continuing Member	
Up to \$9,999	\$30
\$10,000 to \$19,999	\$40
\$20,000 to \$29,999	\$50
\$30,000 to \$39,000	\$60
\$40,000 to \$49,999	\$70
\$50,000 to \$59,999	\$80
\$60,000 and over	\$90
First-time Member (or 2 year expiry)	\$35

Proposed is a flat fee of \$50 for all PNLA Individual Members, including retired, students, and those who who have incomes over \$60,000.

Institutional Membership

Under the proposed new fee structure, PNLA would eliminate its current Institutional Membership fee structure (listed below):

Membership Scale	Rate
Budget up to \$49,999	\$35
\$50,000 – \$99,999	\$55
\$100,000 - \$499,999	\$75
\$500,000 - \$999,999	\$100
\$1,000,000 and above	\$150
Commercial Membership	\$150

Proposed is a flat fee of \$150 for all Institutional Members. With this \$150 Institutional Membership, an Institution is able to send an unlimited number of individuals to the annual conference at the PNLA Member rate. This decision was thoughtfully considered and debated, and the decision to propose this new fee structure was made for several reasons, including:

- *This does not change the membership rate for the most common Institution belonging to PNLA.* In analysing Institutional Member data, all but three (3) of the current Institutional

Members had budgets in the \$150 category. The other institutions had budgets in the \$100 category. There was only one Institution in the bottom two categories.

- *Added value.* By proposing that an Institution be able to send an unlimited number of individuals to the annual PNLA conference at the PNLA member rate, we hope to provide value to the Institutions of the States/Province of th Northwest so that they will be more inclined to become PNLA members and send staff delegates to the PNLA conference.
- *Create a sustainable revenue stream that will support PNLA into the future by shifting towards Institutional Membership.* As noted, Individual Membership dues have been decreasing. Institutional Membership has also declined sharply as a result of ceasing print publication of the PNLA Quarterly. The proposed change to the insitutional membership value works to provide incentive for Institutions to again join PNLA.

Special Resolution #1

**WHEREAS the Pacific Northwest Library Association has not increased its membership fees since 2004:
and**

**WHEREAS increased overhead and decreasing membership dues have put the Association in a precarious financial position;
and**

and

WHEREAS the Association would like to simplify membership fee structure making it more financially attractive to both personal and institutional members;

THEREFORE BE IT RESOLVED that, effective immediately, personal membership fees be \$50 and institutional membership fees be \$150.

Moved by: Jason Openo

Seconded by: Michael Burris