

REFRESHING LIANZA

Institutional Members – fee bands and rates

Friday 8th May 2009

Introduction

In order to be the 'vital vibrant voice of the profession' and to deliver services to members LIANZA needs adequate resources, including financial resources. This paper proposes a revised model and level of fee for institutional members. The proposed change addresses some inequities in the present model, as well as ensuring that the real value of income from membership is maintained.

Key drivers for change include:

- The realisation that members' expectations of their professional association cannot be met with the current level of income. Expectations include a more responsive level of advocacy, improved communications and website, and stronger leadership for, and marketing of, the profession. Money is needed to provide these. LIANZA has sustained deficit budgets for the last three years, and now needs to be building up funds, rather than depleting them. As the governing body of LIANZA, the National Council has been examining the organisation's medium term financial sustainability and has taken a holistic approach to this issue. Sponsorship, partnering on initiatives with other funders, and value added activities are all avenues that are being actively pursued. Because membership fees are a significant source of income they have also been examined. Fees have remained at the same level for 5 years, meaning a decrease in membership income in real terms.
- Feedback from institutional members told us that they felt that the basis for charging different fees based on institutional budget was unclear and unfair. Budgets for libraries are set differently, and some library budgets may not include all library costs.

The "wealth" of LIANZA is not just financial. Members value belonging to a professional community that increases in value when greater numbers of individuals and organisations are involved. To be truly representative, and to provide a dynamic network and a community for the library and information profession we want to have a membership model and fees that do not form a barrier to belonging. For this reason it was decided to leave personal membership fees at their current level at this time, and to develop an institutional membership model that is more equitable and encourages membership, while retaining the monetary value of membership income.

Proposed New Fee Model

LIANZA Council would like its members to consider and submit on the following model.

Fees for institutional membership would no longer be based on institutional budget, it would be charged on the basis of number of full time equivalent library (FTE) staff within the library or information service.

The rationale for this approach is:

To provide a clearer connection between the level of fee charged and the benefits accrued

Many of the benefits of institutional membership are gained by the individuals who work in the library or information centre (for example networking and professional development opportunities). Therefore the higher the number of individuals, the higher the benefit the organisation derives.

Some of the benefits are derived by the organisation itself (e.g. Interloan membership, advocacy on copyright) so that there is not an exact correlation between FTE numbers and fees. See *list of benefits of institutional membership below*.

This model seems financially fairer, and is potentially more affordable for more libraries

Estimates show that around half the institutional members would be looking at an increase of between \$50 and \$100. Around a quarter of institutional members would pay less than they are now, and another quarter would pay more than \$100 extra. The level of fee for the different bands also seems more equitable.

For example a reasonably well resourced library with 4 staff might have an operating budget of \$250,000. A \$250 membership fee represents a 1:1,000 ratio between the fee and the overall budget. This is a significantly greater portion than the 1:6,000 ratio between a \$3,000 membership fee and a \$20,000,000 operating budget of a very large library. However it is more equitable when compared to the current fee model that sees a library with an operating budget of \$250,000 paying membership at a ratio of 1:625 of its budget, and a library with an operating budget of 20,000,000 paying approximately 1:16,500.

Proposed Institutional Membership Model

Band	No. of FTE staff	Annual LIANZA membership
1	Fewer than 5	\$250
2	Between 5 and 10	\$500
3	Between 11 and 40	\$1,000
4	Between 40 and 100	\$2,000
5	Greater than 100	\$3,000

Under this model libraries which are branches of a parent library and who are now paying the subsidiary library fee can choose whether to have their own membership based on their band, or to be included in their parent organisations' membership.

NB. This model excludes:

- Any library that is part of a New Zealand primary, secondary, intermediate or composite school.
- LIANZA corporate members who are outside of New Zealand (currently "corporate overseas" members).
- LIANZA corporate members who are not libraries (currently "corporate supporting")

It is proposed that membership rates for these members are maintained at the current rate, as shown in the table below.

Band	Annual LIANZA membership
Corporate School	\$100
Corporate Supporting	\$200
Corporate Overseas	\$100

Existing Institutional Membership Model

Grade	Expenditure	Annual LIANZA membership
1	less than \$100,000	\$200
2	Between \$100,000 - \$500,000	\$400
3	between \$500,000 - \$2.5 million	\$800
4	more than \$2.5 million	\$1200
Subsidiary		\$200

LIANZA Membership Benefits

Benefit	Enjoyed by		
	Institutional Member	Personal Member	Non Member
Interloan scheme membership	Yes		
Professional development framework and continuing education programmes at member rates for self or staff	Yes	Yes	
Professional recognition, accreditation and awards for self or staff	Yes	Yes	
Research e.g. the Remuneration Survey	Yes	Yes	
Trade show at conference	Yes		
Magazines and publications at member rates	Yes	Yes	
LIANZA website	Yes	Yes	Some
Learning and leadership opportunities for self or staff through involvement in regions, SIGs, working groups and other LIANZA bodies	Yes	Yes	
Opportunity to present initiatives and developments to the profession through publications and conference.	Yes	Yes	Yes
Access to job vacancies, job vacancy advertising and job exchange programmes	Yes	Yes	Yes
Participation, with colleagues, in regional meetings, seminars and workshops	Yes	Yes	
Participation in special interest groups for access to specialist knowledge	Yes	Yes	
Networking, mentoring and career development opportunities for self and staff.	Yes	Yes	
Representation on key issues and national bodies, (e.g. New Zealand Qualifications Authority, TPSAC, LIANZA Professional Registration Taskforce, NZBN Network Advisory Committee and Copyright Taskforce) to provide advocacy of members' interests and concerns to government and other decision makers	Yes	Yes	
Opportunities to contribute to strategic professional initiatives: salary survey, interloan futures, LIANZA governance, cost benefit study, Internet access, Te Ara Tika, public library standards	Yes	Yes	

Access to grants and funding for special projects	Yes	Yes	
Membership of the international library and information community (e.g. IFLA)	Yes		
Library marketing campaigns (e.g. Library Week, Careers)	Yes	Yes	Yes
Support for a connection with the wider community, facilitating the generation of ideas, benchmarking, problem solving, the formation of partnerships and peer support	Yes	Yes	
LIANZA is an independent body that coordinate advocacy for improved library services	Yes	Yes	

Discussion Questions

- If you are the Library and Information Manager of your organisation would you support institutional membership based on library staff FTE numbers?
- If you are the Library and Information Manager of your organisation would you support institutional membership fees being charged at the proposed level?
- What, if any, changes to this proposal would make it more acceptable to you?
- What are the most valuable membership benefits to you personally?
- What are the most valuable membership benefits to your institution?

Key Dates

Discussion paper made available to LIANZA members – May 2009

Feedback via LIANZA Survey – 8 June to 6 July 2009

Motion for AGM posted to members – 14 September 2009

Motion put to the vote of members at the AGM – 14 October 2009

2010/2011 financial year – new institutional fees charged for this financial year.