

MEMBERSHIP AND RELEVANCE: HOW IT'S CHANGING AND WHY IT MATTERS

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Council Challenges

- * Membership dropping?
- * Attendance at conferences dropping?
- * Difficulty attracting younger members?
- * Scarcity of members interested in leadership positions?

Association Trends*

- * Time
- * Value expectations
- * Market structure
- * Competition
- * Technology

* *Race to Relevance: 5 Radical Changes for Associations, Harrison Coerver & Mary Byers, CAE*

Generations of Members

X: independent,
want a voice,
informal,
individual, tech
savvy, balanced,
self-sufficient

Generational
Impact on IRA

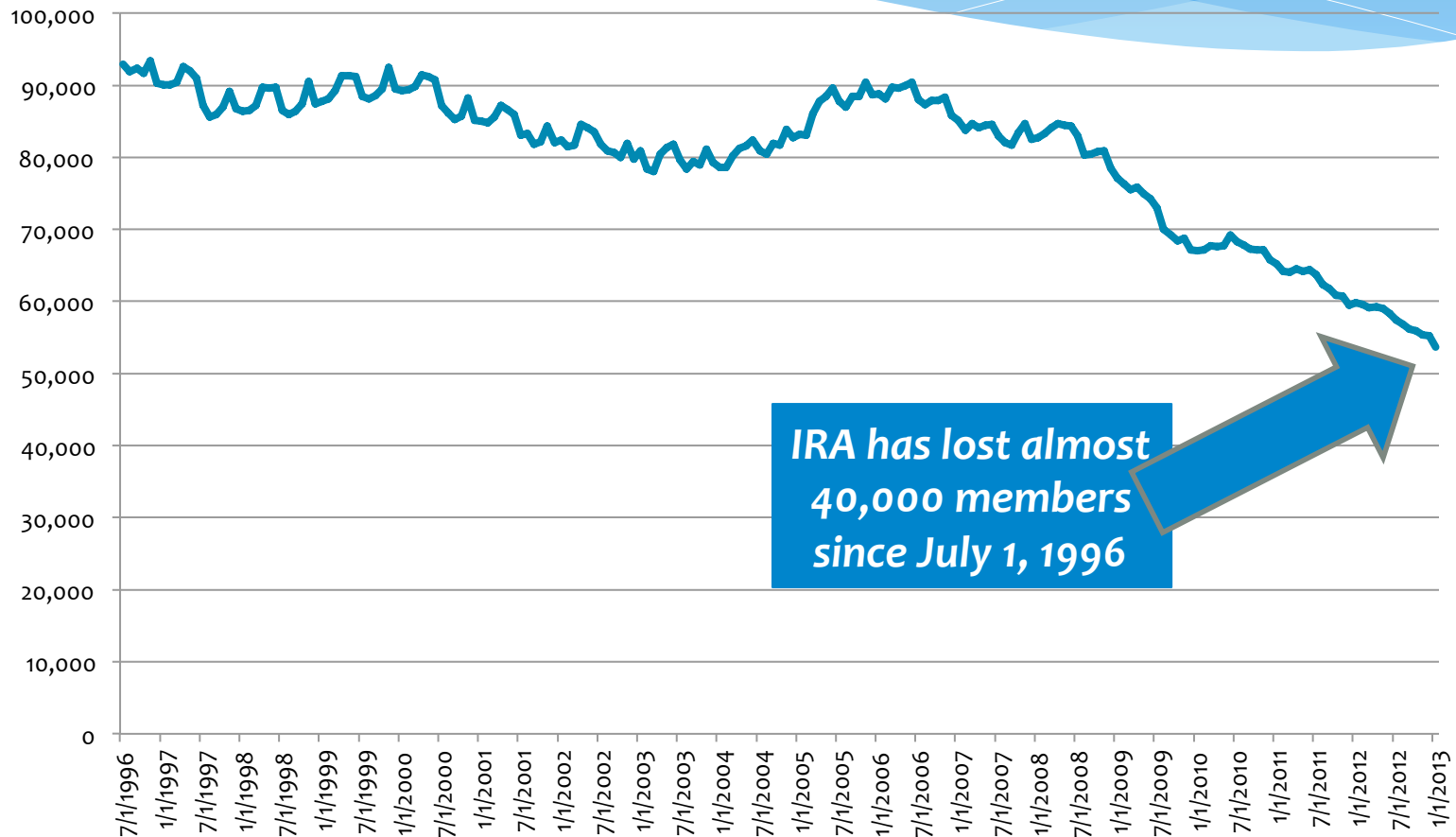
Y: networking,
informal, small
group, tech
savvy, always
“on”, civic-
minded, want a
voice

Silent:
traditional,
conservative,
disciplined,
structured, loyal,
faith in
institutions,
value structure

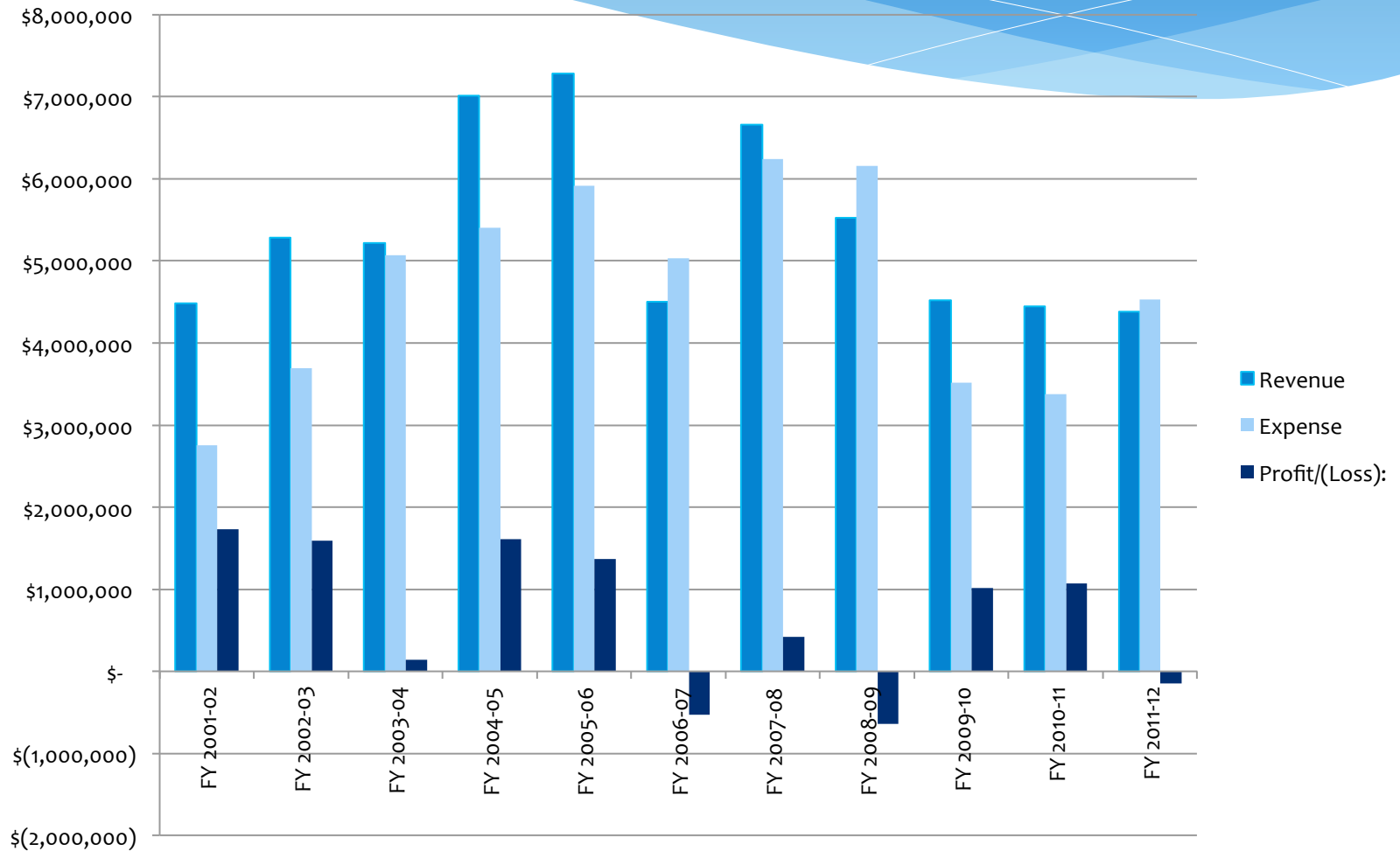
Boom: time-
sensitive, team,
always “young”,
willing to learn,
loyal, focused,
make a difference

Total Membership By Month

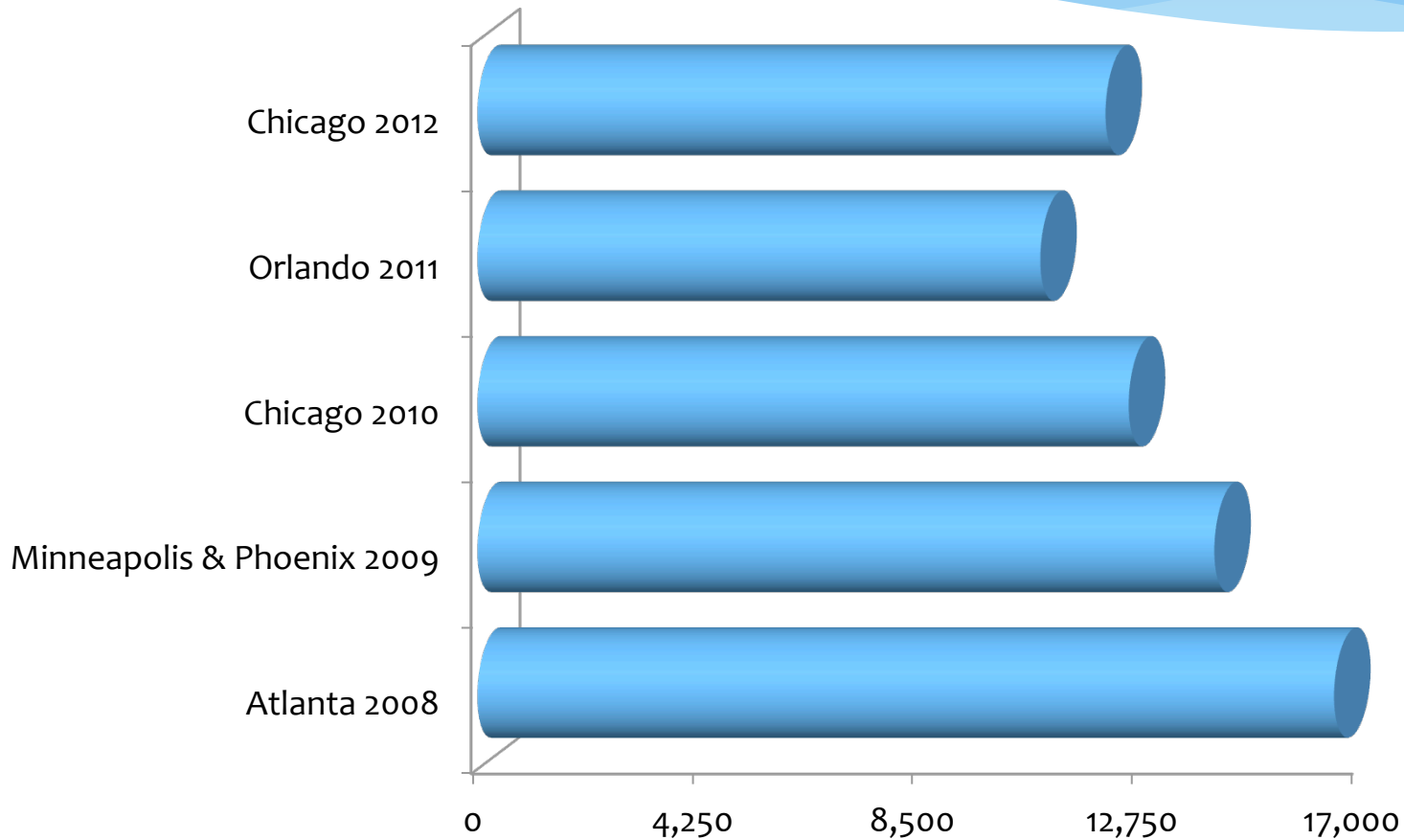
since July 1, 1996



Conferences



IRA Conference Attendance



Membership Growth

WHAT DOESN'T WORK:

Growth = RECRUITMENT + Retention

WHAT DOES WORK:

Growth = RETENTION + Recruitment

Becoming Relevant

- * Overhaul governance
- * Reduce committees
- * Rationalize the membership
- * Rationalize the benefits/services
- * Bridge the technology gap



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