

# Changes to the ALT Membership structure

15 March 2010

Please note that this presentation was used for an internal staff briefing.

# Overview

- Background information
- Overview of changes
- Membership categories
- Membership rights and entitlements
- New membership literature
- Membership recruitment and retention 2010
- Implementation timescale and milestones

# Background information



The changes to the membership structure are informed by three main consultation processes: ALT members and the general public were consulted in the Membership survey 2009, ALT Operational Committees and Trustees provided input throughout and ALT staff input and operational issues were also considered. The changes which are introduced in 2010 were recommended by the Membership Services Committee and approved by the Central Executive in 2009.

# Overview of changes

The changes focus on three aspects of the ALT Membership structure: membership categories, related rights and benefits and pricing structure.

The overall aims of the changes are to allow ALT to recruit and retain members successfully, to respond to the needs of the members' community and to better facilitate the work of ALT and its members.

# Membership categories

The main change in this area is a more precise definition of Membership categories as they apply to individuals. What was formally called Individual Membership is now called Ordinary Membership. Individuals who have successfully completed the CMALT scheme become Certified Members and thus are entitled to hold Certified Membership of ALT.

ALT also introduces a new membership category for individuals, which is called Associate Membership.

## Membership for individuals

- Ordinary Membership
- Associate Membership
- Certified Membership

## Membership for organisations


- Organisational Membership
- Sponsoring Membership

## Membership rights and entitlements

Across all membership categories existing rights and entitlements remain unchanged. The new Membership structure provides a number of new benefits across all membership categories.

All new rights and entitlements are summarised in *ALT Membership at a glance*, which provides an overview of all types of membership available.

The changes to the membership structure also emphasises those existing activities and opportunities which members benefit from, but which are now more formally recognised as Membership benefits such as networking opportunities and access to the ALT Open Access Repository.


  
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### ALT Membership at a glance

This document provides an overview of ALT membership categories and their related rights and entitlements within the ALT membership structure.

Rights & Entitlements	Individual Members			Organisational Members	Sponsoring Members
	Ordinary <sup>1</sup>	Associate	Certified		
<b>Members have the <u>right</u> to:</b>					
Vote in elections for trustees and officers at the Annual General Meeting	•		•	•	•
Stand for election if over 18 and a member for 12 months	•		•		
Enter ALT awards and competitions <sup>2</sup>	•		•		
Express an interest in membership of ALT Committees	•	•	•	•	•
<b>Members are <u>entitled</u> to:</b>					
A subscription to the ALT journal <i>Research in Learning Technology</i>	•		•		
A subscription to the ALT Update	•			•	•
Networking opportunities	•	•	•	•	•
Discounts to attend the ALT-C Conference	•	•	•	•	•
Discounts to attend ALT events, workshops & webinars	•		•	•	•
Receive the Fortnightly News Digest	•	•	•	•	•
Opportunities to create, join and get involved in ALT Special Interest Groups (SIGs)	•	•	•	•	•
Opportunities to provide input for ALT's wide ranging policy responses	•	•	•	•	•
A free copy of each of ALT's occasional publications	•		•		•
Access to ALT News Online	•	•	•	•	•
Attend ALT Focus Groups	•	•	•	•	•
Membership materials	•	•	•	•	•
Membership helpdesk	•	•	•	•	•
Online information services including the ALT members discussion list	•	•	•	•	•
Access the online archive of the ALT journal	•	•	•	•	•

# Impact on the cost of ALT Membership

## Membership for Individuals

- Associate Membership has an annual cost of £10
- Ordinary and Certified Membership are available at discounted rates for individuals who are students, unemployed or retired
- ALT Membership fees remain at the 2008 level

## Organisational/Sponsoring Members

- Representatives of Organisational and Sponsoring Members are now entitled to free Ordinary Membership
- Members of staff or Organisational and Sponsoring Members are entitled to free Associate Membership of ALT

# New Membership literature

## **For promotion and recruitment**

- About ALT leaflet
- ALT postcard
- ALT Membership at a glance
- ALT Membership web pages
- Information about ALT awards and competitions
- ALT Update

## **For new and existing members**

- ALT folder
- Welcome
- Get involved
- Information about ALT awards and competitions
- ALT Update



# Membership recruitment and retention 2010

ALT generally aims to recruit members in all categories. In 2010 we are going to focus on recruiting Associate and Certified Members as well as Organisational Members from a broad spectrum of educational sectors, especially colleges and schools.

In 2009 ALT exceeded its recruitment targets and we aim to continue a steady level of recruitment in 2010.

Membership retention provides a measure of how well the rights and entitlements fit the needs of our members and whether they provides good value for money. ALT's retention rate is generally high. The new Membership structure will allow ALT to retain members more effectively and to provide a more flexible framework for everyone to get involved. It will also promote awareness of ALT with Organisational and Sponsoring Member organisations.

## Implementation timescale and milestones

A general implementation plan was approved by the Central Executive in Nov 2009.

The major phases of the plan are outlined here. One of the activities which will impact on the implementation of the plan is the development of the ALT website.

Currently the plan is being carried out according to the timescales agreed on.

- Preparation: new membership materials, revise web pages and revise internal process
- Implementation: inform members of changes and begin new procedures
- Promotion and recruitment: JISC conference April 2010, all ALT publicity channels and ALT-C 2010, general exhibiting
- Collate membership statistics: quarterly and for the end of the financial year
- Membership survey 10/11 and feedback