

ALLC Membership Report

10 July 2012

1. Membership numbers

As of 5 July 2012 there are **503** individual subscribers to LLC plus **17** centerNet subscribers, representing an increase of *133* in the six months from 6 December 2011, and an increase of *206* on figures a year ago. LLC subscriber figures have risen sharply, being over *65%* greater than 12 months ago, helped as a result of new organisations joining ADHO.

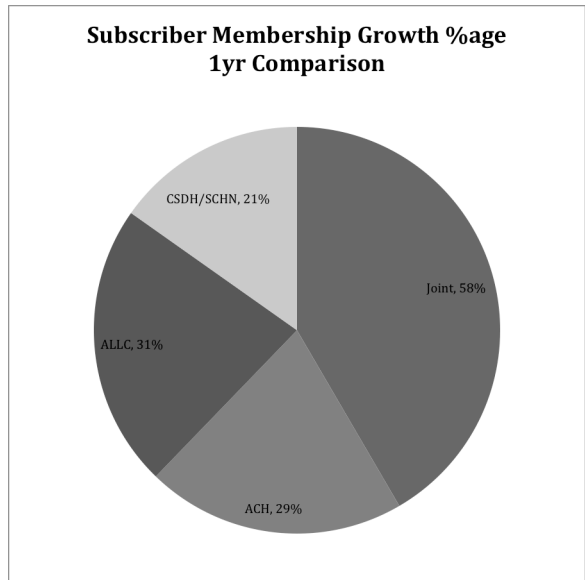
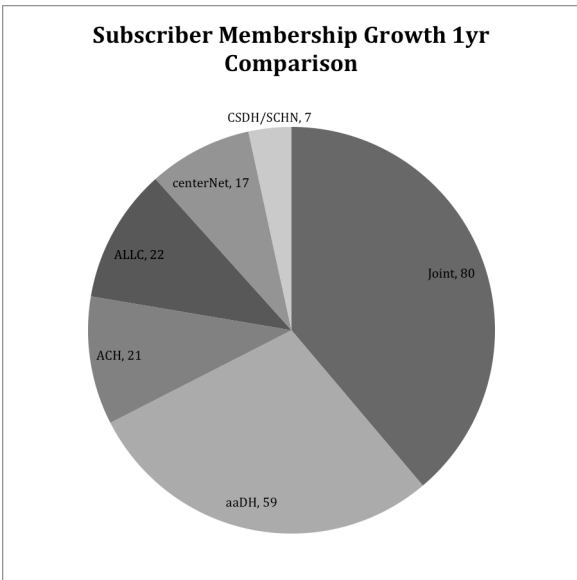
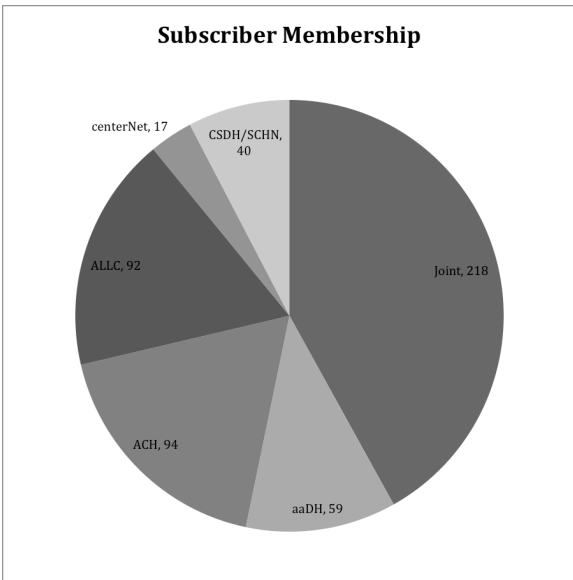
Those members of ALLC, either singularly (**92**) or via joint membership (**218**) represent a figure of **310**, an increase of *55* from the winter, and an increase of *102* from this time last year. ALLC membership has also shown healthy growth, being *49%* greater than 12 months ago, with good growth in single ALLC membership (*31%* increase), also by the vast increase in joint membership (*58%* increase). ALLC continues to be the most geographically diverse association.

Presently all members of the ALLC executive and those who are to be elected onto the committee are in good standing.

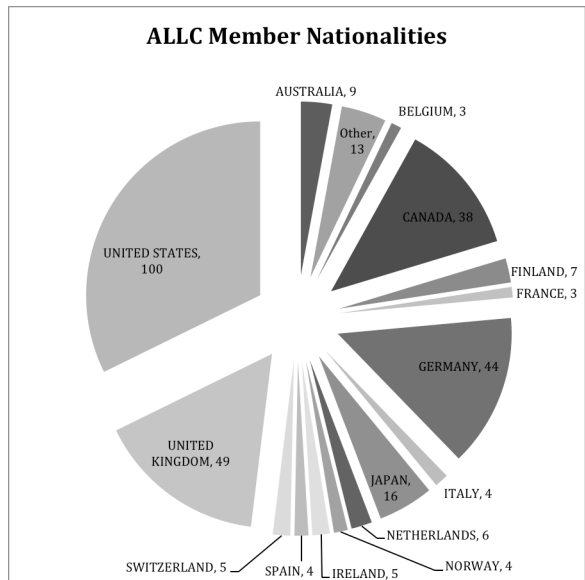
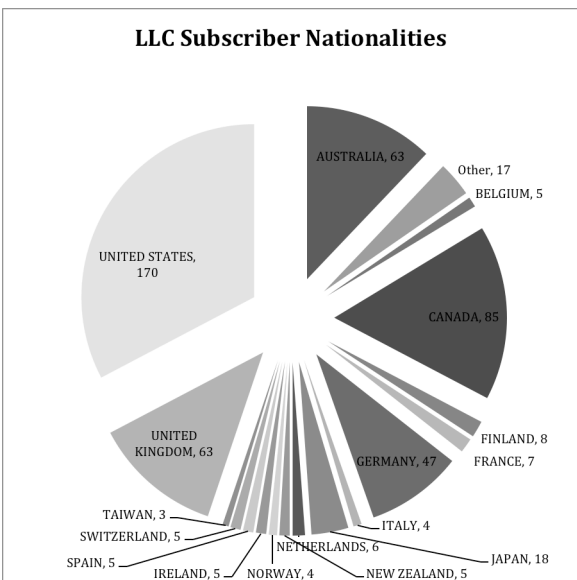
In addition to personal subscribers, there are 151 institutional subscriptions to LLC, covering 28 different countries across the globe.

2. Membership breakdown

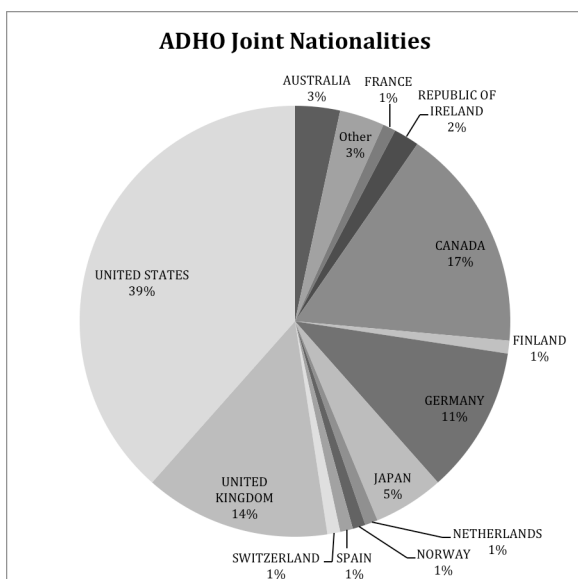
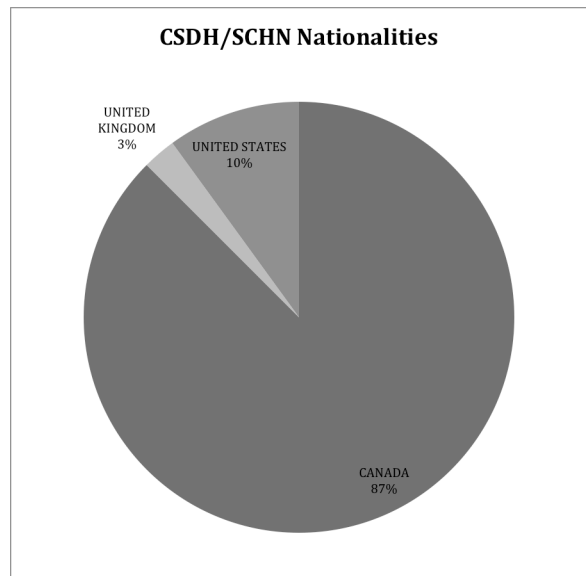
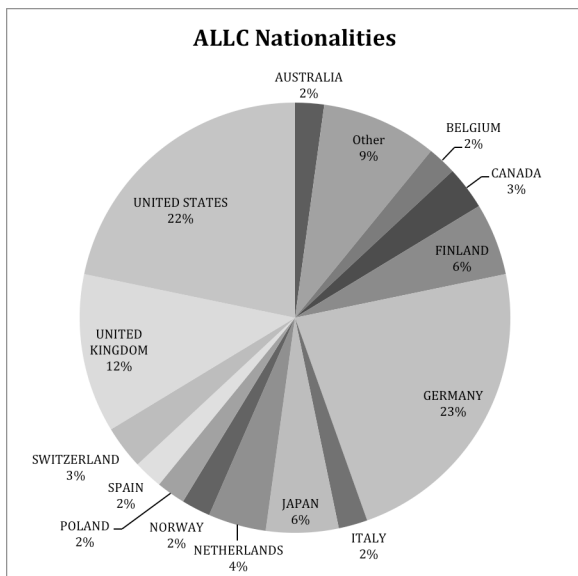
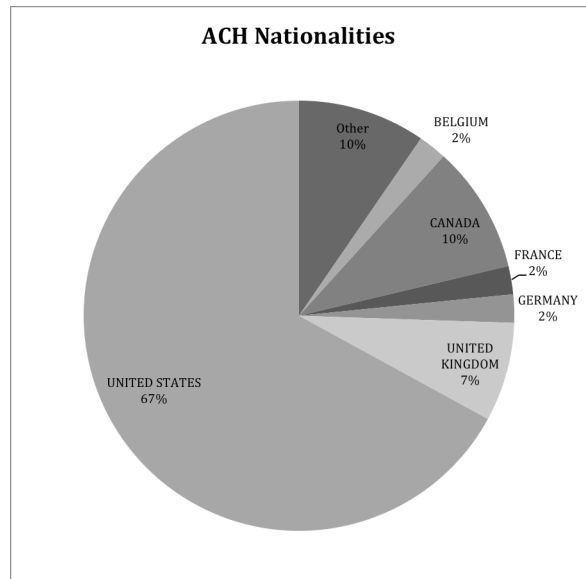
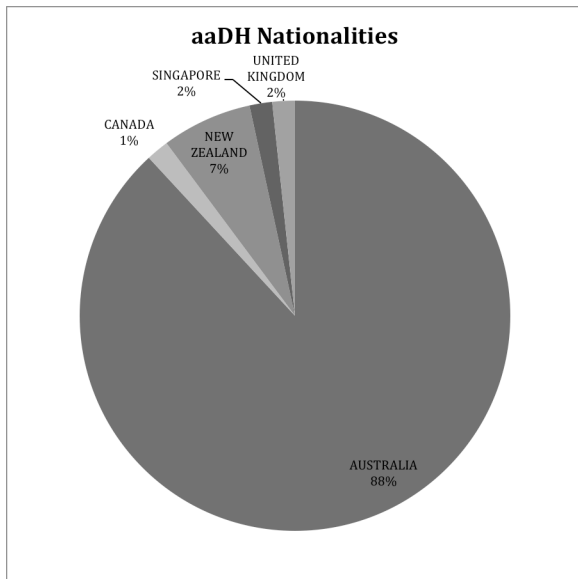
Membership Type	2 Jun 2011	6 Dec 2011	5 Jul 2012	1yr comparison 2 Jun 2011 – 5 Jul 2012 +/-	6mth comparison 6 Dec 2011– 5 Jul 2012 +/-
Honorary member	10	10	10	=	=
aaDH Personal			52	+52	+52
aaDH Student			7	+7	+7
ACH Personal	40	49	51	+11	+2
ACH Student	28	42	38	+10	-4
ACH Senior Citizen	5	5	5	=	=
ALLC Personal	55	59	64	+9	+5
ALLC Student	12	17	24	+12	+7
ALLC Senior Citizen	3	3	4	+1	+1
CSDH/SCHN Personal	19	20	25	+6	+5
CSDH/SCHN Student	14	16	15	+1	-1
Joint ADHO Personal	82	98	128	+46	+30
Joint ADHO Student	42	61	72	+30	+11
Joint ADHO Senior Citizen	4	7	8	+4	+1
centerNet			17	+17	+17
Total	314	387	520	+206	+133



3. Membership nationalities (including joint memberships)



4. Association nationalities



5. Membership issues

A significant number of members found themselves frustrated with the OUP online renewal system this year. It either completely failed to work, or refused to take payments from non-UK members. In most cases members were able to renew by a) waiting and trying again, b) resorting to paper-based methods or c) renewing over the telephone. On a positive note, those who called OUP Customer Services were on the whole satisfied with their response. On 16/4/2012 the entire ALLC membership was emailed, reminding them of the existence of the Membership Officer, and to attempt to gather feedback. Our members genuinely appreciated the gesture and were more than forthcoming with their responses, some of which are below:

“My experience with OUP people was fine, but online it was extremely frustrating. I must say that OUP representatives in Tokyo and Britain were very helpful, but the experience of trying to renew online was traumatic. Renewals were actually much easier back in the 1970s and 1980s. If the fellow in Britain had not been so helpful, I would have just cut my losses and dropped my membership. If many members fail to renew for 2012, I would not be surprised.”

“OUP doesn't seem to like accepting overseas payment electronically, so I've been resorting to sending them my renewal on the printed form (which they helpfully send me oh so many copies of). So yeah, not completely happy with their end.”

“I certainly support the ALLC's activities. The association with Oxford University Press is an blemish on what otherwise is a wonderful organization (in my experience).”

“It HAS been a nightmare: I have lost count of the number of times I've tried to make online payment for LLC, or find instructions how to do the subscription.”

“This is just to say that I managed to call OUP and renew my membership, but I won't believe it until I see the receipt”

After contacting the other ADHO Membership Officers (no response from CSDH/SCHN) it became apparent that the problems above were only being seen by ALLC, either that or we were the only association proactive enough to solicit our members' opinions. Next year the same approach is recommend, although performed at an earlier time to help gather explicit error messages to forward to OUP. Unfortunately without those specific errors it is very hard for OUP to deduce the problems and work towards a fix.

On those occasions where specific assistance or knowledge was required, Paula Thompson at OUP provided the necessary information and/or solutions very quickly and professionally for our members. Paula was also very helpful when queries came directly from or via myself. It is this good working relationship, which will be key to making improvements to the renewals process next year. If progress is not made we run the real risk of damaging our reputation further, and having members leave because they simply do not have the patience to fight a broken system.

David Beavan
ALLC Membership Officer
10 July 2012