

ALLC Membership Report

3 December 2010

1. Membership numbers

As of 2 December 2010 there are **314** individual subscribers to Literary and Linguistic Computing, representing an increase of 22 in the six months from 23 June 2010, and an increase of 7 on figures a year ago. Those members of ALLC, either singularly (84) or via joint membership (115) represent a figure of 199, an increase of 16 from the summer, but a drop of 4 from this time last year. Membership figures continue the trend of remaining approximately static, with the exception of SDH/SEMI's growth.

Presently all members of the ALLC executive are in good standing.

2. Membership breakdown

Membership Type	19 Nov 2009	23 Jun 2010	2 Dec 2010	1yr comparison 2 Dec 2010 – 19 Nov 2009 +/-	6mth comparison 2 Dec 2010 – 23 Jun 2010 +/-
ACH Personal	56	46	48	-8	+2
ACH Student	29	23	25	-4	+2
ACH Senior Citizen	2	3	3	+1	0
ALLC Personal	57	59	64	+7	+5
ALLC Student	22	16	17	-5	+1
ALLC Senior Citizen	3	3	3	0	0
SDH/SEMI Personal	10	21	23	+13	+2
SDH/SEMI Student	7	16	16	+9	0
Joint ADHO Personal	90	68	73	-17	+5
Joint ADHO Student	27	31	36	+9	+5
Joint ADHO Senior Citizen	4	6	6	+2	0
Total	307	292	314	+7	+22

3. Institutional and consortia membership

Updated institutional figures are not available, the most recent membership numbers are from June 2010: Institutional subscriptions number **208** (down 47 from November 2008), consortia total **1996** (increase of 218 from November 2008). Please note that these comparisons may not be accurate as the historic figures supplied differ in their break-down from current data.

4. Membership issues

There have been no significant membership concerns to report, which is in line with previous experience from this time last year. The majority of issues are likely in the New Year when many members renew their subscriptions.

Overall everything is running very well, and where I have directed members to contact Oxford Journals (e.g. changing address) they have received good customer service.

5. Feedback from new members

During the Digital Humanities conference 2010 (Kings College, London, 7 – 10 July 2010) the following views were expressed from those who were new to the conference and/or ALLC. While this is far from a scientific study, it does give an insight as to how the organisation is perceived by others:

- The position and distinctions between the three organisations is unclear. What is ALLC's unique selling point?
- The title 'Association of Literary and Linguistic Computing' at first glance seems narrow and restrictive. Does the title represent what it now does/includes?
- The activities of the association are not apparent; it is seen as a journal plus discounted entry to the conference. Can the visibility of the association be enhanced and made more open?
- The conference organisation and friendliness of the event was continually praised, but could more be done to introduce new members into the fold?

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3 December 2010