

TO: Core Board of Directors**TOPIC:** Core FY24 June Membership & Marketing Report**ACTION / INFORMATION / REPORT:** Report**ACTION REQUESTED BY:** Amber Robbin, Membership & Marketing Manager**SUBMITTED:** June 5, 2024**SUMMARY**

Membership statistics in this report are through April 30, as these are the most current statistics we have from ALA. After a record of three consecutive months with membership totals holding steady, totals have declined in April by 41 members. Decreased renewals and increased drops contributed to this decline.

However, overall performance for FY24 holds strong, with four out of eight months so far showing an increase. Core has remained above -4% in year-over-year loss and above -1% in month-over-month loss. April shows a -3.5% overall change in membership year-over-year, which is lower than or on par with the overall year-over-year loss experienced by other divisions (not in conference years) including ACRL, RUSA, and YALSA.

	FY24 Total Members	# Lost Month to Month	% Lost Month to Month	# Lost FY22-FY23	% Lost FY22-FY23
February	4228	2	0.05%	-160	-3.65%
March	4228	0	0%	-153	-3.49%
April	4187	-41	-0.90%	-152	-3.50%

Source: [Core Membership Statistics](#)

Due to the campaign to resubscribe members to Core Connect communications, section membership joins in April were higher than any month in Core history. It is free for members to join sections so this did not translate into additional membership dues revenue.

	A&E Section	B&O Section	L&M Section	M&C Section	Pres Section	Tech Section
February Joins	46	30	65	52	34	59
March Joins	53	40	55	45	33	49
April Joins	193	115	142	104	130	175
April Member Total	1240	865	2153	1890	393	1660

Source: [Core Membership Statistics](#)

Increase in Growth from April FY23

- Access & Equity = 62.3%
- Buildings & Operations = 49.7%
- Leadership & Management = 24.1%
- Metadata & Collections = 17.1%
- Preservation = year-over-year numbers are not yet available
- Technology = 27.2%

View the full spreadsheet of [Membership Statistics](#) for more granular numbers dating back to September 2020.

Community Events

Since the start of the year, several Core groups have continued to hold successful online events that resulted in 3,285 registrations and 1,731 unique participants who attended the live sessions. We've been able to increase the audience for our CE announcements mailing list based on these registrations. In FY25, we plan to send member recruitment messages to the non-members attending our free events.

Interest Group Week & Preservation Week

Core hosted two other major public events since March. Our fourth annual 2024 Core Interest Group Week from March 4-8 reached a record of 10,000 registrations and 3,200 unique attendees across 30 live sessions. Our Preservation Section, specifically the Preservation Outreach Committee, organized three webinars for Preservation Week 2024 which reached a combined 650 registrations and 380 unique attendees. A significant amount of staff time and resources were dedicated to supporting the lead up, execution, and follow up to these events. The impact of this can be seen, reflected in the spike in followers and impressions on the Preservation Week Instagram account in the months of April and May, as shown in the chart below.

Marketing and Promotion January - June

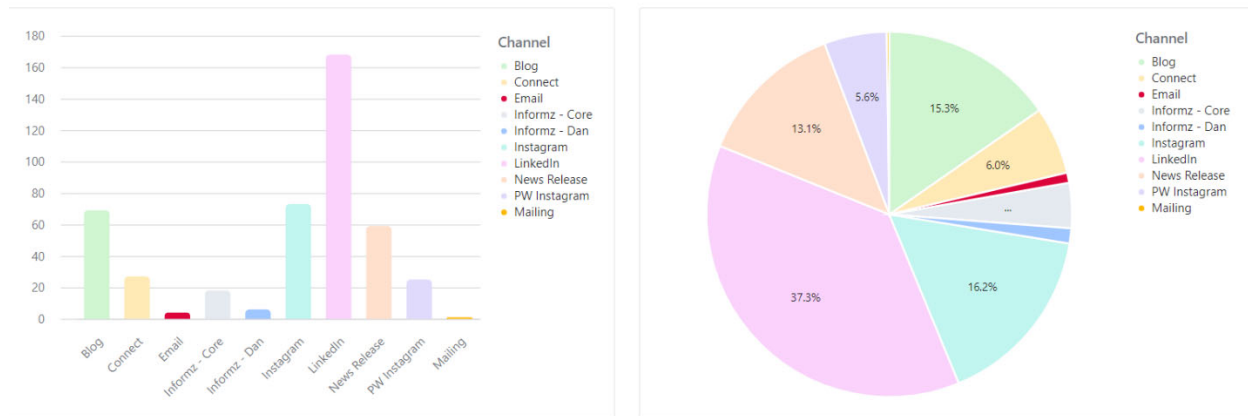
For January 1 – June 6, Amber and Mia published 450 items across all our channels, including:

- 69 blog posts on [Core News](#)
- 27 posts in Core Connect groups
- 18 Informz emails to members
- 73 Instagram posts on the Core account
- 25 Instagram posts on the Preservation Week account

- 168 LinkedIn posts
- 59 news releases
- 20 This Week in Core posts

From January to March, the average number of published items was 91, whereas the average for April and May is 78 items.

From January 1 to June 6, 2024:



Our social media presence and engagement continues to grow monthly. The Core Instagram account now has 566 followers, the Preservation Week Instagram account passed the 1k mark with 1,035 followers, and Core’s newest channel LinkedIn is now at 550 followers. We saw a significant bump in engagement on the Preservation Week Instagram account during the last week of April/first week of May when we held Preservation Week 2024.

Core Instagram

Month	IG Accounts Reached	IG Impressions	IG Total Followers	IG Accounts Engaged	IG Content Interactions	Major Events?
3/2024	604	2,603	551	50	124	
4/2024	508	1,375	563	45	88	Preservation Week
5/2024	440	1,330	566	35	81	Preservation Week

Source: [Core Social Statistics](#)

Preservation Week Instagram

Month	IG Accounts Reached	IG Impressions	IG Total Followers	IG Accounts Engaged	IG Content Interactions	Major Events?
3/2024	389	562	983	44	63	

4/2024	766	2,995	1,031	115	237	Preservation Week
5/2024	697	2,146	1,035	53	138	Preservation Week

Source: [Core Social Statistics](#)

LinkedIn

Month	LI Followers	LI New Followers	LI Page Views	LI Unique Visitors	LI Total Posts	LI Reactions	LI Comments	LI Reposts / Shares	Major Events?
3/2024	458	27	166	47	37	90	1	3	
4/2024	531	40	132	55	32	84	2	7	Preservation Week
5/2024	550	50	119	55	26	55	4	12	Preservation Week

Source: [Core Social Statistics](#)