MEMBERSHIP INSIGHTS: TIPS AND TRENDS

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Avenue M Group

We will begin at 1:00 PM CT
Housekeeping:

- *6 to mute your line
- Webex controls
  - Chat
  - raising your hand
Introduction

Agenda

- Overview
- Membership Insights white paper
  - www.ambar.org/barserv
- MAF highlights
- Sheri Jacobs – membership recruitment and retention tips
2013 MAF Highlights

MEMBERSHIP GROWTH 2011–2013

Voluntary state bars membership growth

- Increased: 50% in 2011, 35% in 2013
- Stayed the same: 30% in 2011, 35% in 2013
- Decreased: 20% in 2011, 30% in 2013
Increased
- 2011: 43%
- 2013: 31%

Stayed the same
- 2011: 33%
- 2013: 42%

Decreased
- 2011: 23%
- 2013: 27%
Local bars under 2,000 membership growth

- **Increased**
  - 2011: 29%
  - 2013: 23%

- **Stayed the same**
  - 2011: 55%
  - 2013: 57%

- **Decreased**
  - 2011: 17%
  - 2013: 19%
Bar Association Retention Rates 2007–2013

- Voluntary state bars
- Local bars with 2,000+ members
- Local bars with <2,000 members
DUES LEVELS

Voluntary state and local bars

- Voluntary State Bars: $227, $238, $243, $264
- Local Bars 2,000+: $212, $210, $215, $217
- Local Bars under 2,000: $164, $155, $163, $165
Dues/fees increases within past year

- **Unified state bars**
  - 2011: 15%
  - 2013: 12%

- **Voluntary state bars**
  - 2011: 50%
  - 2013: 50%

- **Local bars with <2,000 members**
  - 2011: 14%
  - 2013: 23%

- **Local bars with 2,000+ members**
  - 2011: 31%
  - 2013: 35%
Average size of dues/fees increase

2011–2013

- Unified state bars – up 8%
- Voluntary state bars – up 11%
- Local bars 2,000+ – up 7%
- Local bars under 2,000 – up 8%
5 Tidbits from the MAF

- The percent of bars offering dues discounts or waivers for financial hardship has remained about the same since 2010 (20% unified state bars, 65% of voluntary state bars and 38% of local bars).

- Almost ¾ of voluntary state and local bars offer prorated dues for new members, up from about 50% for both groups in 2011.

- 35% of voluntary state bars (up from 25% in 2010) and 25% of local bars (same as 2011) offer the option of periodic dues payments.

- 94% of unified state bars, 65% of voluntary state bars and 19% of local bars offer online legal research as a member benefit.

- 24% of unified state bars, 35% of voluntary state bars and 34% of local bars provide free CLE as part of their membership package.
State and Local Bar Membership Insights and Trends White Paper

Overview

- Sources (BAI, MAF)
- Topics covered
  - National Trends
  - Membership Growth and Retention Trends
  - Dues Levels/Collection Methods
  - Non-Dues Income
  - Member Benefits
  - The Members Speak…
5 Tidbits from the White Paper

1. Overall bar association growth between 1980–2013
   - Greatest in 1980–1991
   - Leveling off since 2009

2. Market share
   - Local bars down
   - Voluntary state bars up

3. Top dues levels

<table>
<thead>
<tr>
<th>Bar type</th>
<th>1983</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voluntary state bars</td>
<td>$92</td>
<td>$264</td>
</tr>
<tr>
<td>Local bars 2,000+</td>
<td>$105</td>
<td>$217</td>
</tr>
<tr>
<td>Local bars under 2,000</td>
<td>$69</td>
<td>$165</td>
</tr>
</tbody>
</table>
4. What the members want…
   - Intangible benefits valued more than tangible

5. Services bundled into dues packages
   - More reduced/free CLE
   - More legal research services
   - More social/networking events

State and Local Bar Membership Insights and Trends white paper available at www.ambar.org/barservices