



2025-2026
Ad Hoc Subscription and Membership Committee
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Final Report

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Executive Summary

The Ad Hoc Subscriber and Membership Committee spent 2026 strengthening the accuracy, consistency, and long-term management of TACRAO membership and subscriber data. Work began with a focused cleanup of inactive subscriber profiles and a review of subscription-management practices, then expanded to a broader assessment of the active membership database. The committee's work has reduced inactive records, identified additional records requiring review, and highlighted process changes that can help TACRAO maintain cleaner data going forward.

542	inactive individual subscriber profiles removed
262	inactive subscriber institutions identified for lifecycle review
4,353	active membership records reviewed in the latest database analysis
1,312	active records flagged for inactivity or related lifecycle review

1. Work Completed During 2026

Subscriber Database Cleanup

The committee completed a review of individual subscriber profiles based on system activity and removed 542 inactive profiles. The review also identified 262 subscriber institutions with extended inactivity. Because institutional records affect subscription history and organizational records, the committee recommended managing those records through a defined lifecycle process rather than treating them the same as individual profiles.

Active Membership Database Review

Following the subscriber cleanup, the committee expanded the review to the active membership database. A structured analysis of 4,353 active records was completed to identify potential duplicate accounts, inactive or outdated records, inconsistent institution naming, and other data-quality concerns. The review file preserves member numbers and supporting information so records can be evaluated individually before any database action is taken.

Membership Roster and Data Verification

The committee's work reinforced the need for routine roster verification with institutional contacts. Rather than relying on periodic large-scale cleanups, the recommended approach is to make verification part of ongoing membership management so individuals who leave an institution, retire, change roles, or create duplicate accounts can be addressed more consistently.

College Fair Subscription Management

The committee also reviewed subscription practices associated with the College Day/Night Schedule, including the interaction between TACRAO's September 1-August 31 subscription cycle and the timing of the Day/Night Schedule. The work identified the need for consistent onboarding, renewal, and access communications as TACRAO transitions its fair-registration processes.

2. High-Level Findings

- **Inactive records require an ongoing lifecycle process.** The March review and the later active-membership analysis both showed that inactive records can accumulate when there is no routine review standard.
- **Duplicate and conflicting records remain a data-integrity concern.** The active membership review identified potential duplicate accounts and cases where shared or reused contact information requires manual verification before records are merged or deactivated.
- **Institution naming needs greater consistency.** Variations in institution names can create duplicate or fragmented organizational records and make reporting more difficult.
- **Member data quality is tied to communication quality.** Missing identifiers, incomplete institutional information, bounced or outdated email addresses, and stale profiles reduce the reliability of member communications and reporting.
- **Prevention is more sustainable than periodic cleanup.** The strongest long-term opportunity is to add controls at account creation, renewal, roster verification, and deactivation so database quality is maintained throughout the year.

3. Recommended Ongoing Practices

- Adopt and consistently apply inactivity standards for individual profiles and institutional records, with appropriate outreach before deactivation or deletion.
- Incorporate roster verification into the annual renewal process and ask institutional Key Contacts to confirm who should remain associated with their institution.
- Route new member additions and deactivations through a defined review/approval process to reduce duplicate and outdated accounts.
- Continue routine review of bounced and invalid email addresses and establish a consistent response when contact information cannot be corrected.
- Standardize institution names and identifiers to improve reporting and reduce duplicate organization records.
- Perform a scheduled database health review at least annually so cleanup becomes a normal maintenance function rather than a large ad hoc project.

4. Conclusion

The committee's work in 2026 moved TACRAO beyond a one-time subscriber cleanup toward a broader framework for membership data governance. Significant inactive data has been removed or identified for review, the active membership database has been assessed for additional cleanup opportunities, and several recurring process improvements have been identified. The next phase should focus on formalizing these practices so TACRAO can maintain accurate records, improve member communications and reporting, and reduce the need for future large-scale cleanup efforts.