YALSA Board of Directors Meeting
ALA Midwinter Meeting, Denver
February 9 - 12, 2018

Topic: **Expanding Member Engagement**

Background: **At Annual 2016, the board approved the recommendations outlined in Board Document #25, Evolving Member Engagement Opportunities. The goal of the proposal was to provide members with a wider menu of options for getting involved in the work of YALSA, with a particular focus on creating more short-term, opt-in and virtual opportunities, as recent member surveys indicated that in-person and lengthy commitments (2-3 years) did not suit many members' needs. Successfully implementing this change to better meet the needs of the membership is critical for YALSA, so a check-in to see how the change has progressed is warranted. Jane Gov, Kathy Ishizuka and Jess Snow have provided the information below for the Board's consideration.**

Action Required: **Discussion**

Recommendations from the 2016 Board Document

Better leverage the YALSA symposium and YALSA's presence at Midwinter, Annual and state conferences as an opportunity for members to participate in micro-volunteering opportunities
- 2018 update: this strategy has not been carried out yet

Adopt new models for members and projects, shifting to a strong, project-based focus as identified by members
- 2018 update: experiments with this strategy have included:
  - Two Resource Retreats: one which created the Teen Literacies Toolkit, and the other which finalized the Teen Services Competencies for Library Staff
  - Crowdsourcing a wiki page: http://wikis.ala.org/yalsa/index.php/Fostering_Global_Citizenship,_Inclusion_%26_Understanding

Create a pathway(s) for members to self-identify what type of association work they are interested in supporting (including: explore the potential for Interest Groups to do this. Explore the idea of creating sections within YALSA to do this: having members opt-in to free sections on the member form creates an easy mechanism for identifying which members may be interested in certain volunteer opportunities. The Board could use the Organizational Plan to identify section topics/focuses.
- 2018 update:

- o The Interest Group strategy has not been implemented to any significant degree
- o Sections in YALSA have not be explored
- o The re-launch of ALA Connect on its new platform should help with this effort to get members to self-identify

Identify what type/kinds of association work truly warrants a year-round standing committee and what type of work could be shifted to a micro-volunteering approach.

- 2018 update: this strategy has largely been carried out, as many year-long appointed groups, such as juries and taskforces, have been shortened from a one-year appointment to either a 3 or 6-month appointment. Micro-volunteering opportunities—that is, those that are a one-time event or last less than a week—have not been pursued to any degree in part because the existing technology YALSA has access to is not conducive to this. When ALA Connect re-launches, YALSA can experiment with using it as a way to identify and recruit members interested in micro-volunteering

Proposed Next Steps from the 2016 Board Document

The Leading the Transformation of Teen Library Services board standing committee:

- Evaluate the success of the jury appointments change (Doc 16) and develop a Board proposal for adapting the model structure for all member groups that will be supporting the work of the organizational plan implementation
  - o 2018 update: the jury evaluation was completed, but the model structure for member groups proposal has not been created
- Draft a proposal for the board's consideration to remove award committees from the ballot so that all positions on these committees are appointed, not elected. Having two processes for service on the same committee is inefficient and makes unnecessary demands on member leader and staff time. Having a single path to committee service also levels the playing field for members.
  - o 2018 update: this task has been completed
- Flesh out a vision for implementing and maintaining a micro-volunteering model for certain types of association work, including how members can self-identify interests so that YALSA can target them when matching opportunities arise. Submit to the board for their consideration.
  - o 2018 update: this task has not been carried out
- Determine a pilot project that could test drive the 'resource retreat' approach to association work as well as another for a crowdsourcing approach, and submit to the board for their consideration
  - o 2018 update: this task was completed

Questions for Board Exploration

- Regarding the strategies and tasks listed above that have not yet been accomplished, does the Board feel these are still necessary? Which ones should move forward, and how? Which, if any, are no longer needed?
- In the 1.5 years that have passed since the original board proposal was written, what, if anything, has changed in YALSA, the library field and/or the association industry that should now be taken into consideration when creating and tracking member engagement?

Is there anything in the 2017 member survey results that would inform this work? Are there new opportunities or challenges that YALSA should address?

- Has YALSA adequately communicated these changes and new opportunities to members? If not, what can be done to improve communication and raise awareness among members and potential members?
- How can technology hinder or help this effort to engage more members via a bigger menu of opportunities? What strategies could be employed to overcome challenges? For example, each year a different person appoints committees, and members are asked to fill out a new volunteer form. Because of this format, YALSA isn't able to easily track from year to year who has filled in a volunteer form multiple years in a row but did not get appointed. This creates a scenario where a member could be applying year after year but fail to get appointed each time, and YALSA would be unaware.
- What processes and supports need to be put into place so that new member opportunities become embedded in YALSA, rather than just as a pilot or one-time offering?
- Other?

Additional Resources:
- 2017 Member Survey, www.ala.org/yalsa/sites/ala.org.yalsa/files/content/MemberSurveyResults17.pdf
- Associations Now – Finding the middle ground on member engagement
- Associations Now – What engagement means now for associations
- How to Set up a Micro-volunteering Project https://knowhownonprofit.org/how-to/how-to-set-up-a-microvolunteering-project
- Wild Apricot - Understanding and working with mobile and virtual volunteers
- YALSA – Get Involved