

**YALSA Board of Directors Meeting  
 ALA Annual Conference, New Orleans  
 June 22 – 26, 2018**

**Topic: Membership Update**

**Background: YALSA’s Membership Marketing Manager, Letitia Smith, has provided a membership retention and recruitment report for FY18.**

**Action Required: Information**

**Membership Statistics**

Total YALSA membership as of **April 2018:**

	<b>April, 2018</b>	<b>April, 2017</b>	<b>% change</b>
Personal	4,503	4,542	- 0.86%
Organizational	254	252	-0.79%
Corporate	19	19	0.00%
Total	4,776	4,813	-0.77%

**Overlap with other Divisions:**

Division	<b>Number of YALSA members who are also members of other Divisions</b>	
	<b>April, 2018</b>	<b>April, 2017</b>
AASL	1,499	1,511
ACRL	221	225
ALCTS	189	201
ALSC	1,484	1,477
ASCLA	132	146
LITA	263	276
LLAMA	352	364
PLA	1,043	980
RUSA	293	320

Cognizant of the attrition in memberships, following are summaries reflecting various initiatives to positively impact lapsed memberships, attract new members, and re-engage those individuals resigning from committees, advisory boards, juries and taskforces.

**On-going Retention Initiatives**

- ◆ Continue with welcome message to new members through emails that promote YALSA’s vast resources. The Board follows with a personalized note that reinforces the welcome. These efforts continue to receive positive feedback.

- The welcome email highlights how to fully benefit from a YALSA membership depending on the commitment levels.
- ◆ Continue to respond to membership queries promptly by phone, social media and email
- ◆ During National Volunteer Week, board members continue to send thank you cards with YALSA swag to YALSA members that serve on committees, advisory boards, juries, and taskforces
- ◆ Thank you notes and swag are sent to members who volunteer at exhibit booths during conferences
- ◆ Weekly ‘Member Shout-Out’ in the e-news
- ◆ Send plaques to member grant, award and scholarship winners
- ◆ Invite members to be the weekly Member Spotlight in the eNews

### **New Retention Initiatives**

- ◆ Revisited the processes for marketing, vetting, notifying and celebrating member award winners to clarify staff roles and ensure timely communication with members
- ◆ For first time attendees at the YALSA Symposium hand out different color member ribbons; they will be easily recognizable as a “Newbie”.
- ◆ Also partner first time Symposium attendees with long-time attendees
- ◆ Rather than overwhelming new YALSA members with marketing emails on every opportunity available; we will encourage “Newbies” to actively participate in interest groups, blogging and other opt-in opportunities. [Member opt-in form](#)
- ◆ Recognize milestone anniversaries in ALA Connect
- ◆ Creating a PowerPoint presentation of member grant and award winners for the Membership Meeting

### **Recruitment**

- ◆ Recruitment emails were sent to 347 ALA student members without a division membership.
- ◆ Recruitment emails were sent to 462 Utah Library Association conference attendees.
- ◆ Recruitment emails were sent to 47 ALA students who attended the Symposium last year that were not YALSA members
  - For the recruitment emails listed above, the deadline to join YALSA and receive a free copy of our Top Reads: either [Community Engagement and Collaboration](#) or [STEM and Making](#) is June 30<sup>th</sup>
- ◆ YALSA had a presence at the following events
  - present and exhibit at the [Association for Rural & Small Libraries](#) in St. George, UT Sept. 6-9
  - exhibit at the [Mountain Plains Library Association Conference](#) October 16 - 18, South Lake Tahoe, NV
  - exhibit at the [Texas Library Annual Conference](#) April 3 – 6, Dallas, TX
  - exhibit at the [ULA Conference](#) May 16 - 18, Provo, UT
- ◆ In addition, YALSA will have a presence at the following conferences\*
  - YALSA will exhibit at the Colorado Association of Libraries Annual Conference September 13 - 15 2018 Westminster, CO
  - YALSA will exhibit at the ARSL Conference September 13 - 15, 2018, Springfield, IL

- YALSA will exhibit at the SDLA September 26 - 28 ,2018 Sioux Falls, SD
- YALSA will exhibit at the JCLC Conference September 26 - 30, 2018 Albuquerque, NM
- YALSA will exhibit at the [Kansas Library Association](#) October 23 - 26, 2018, Wichita, KS

\*Unfortunately, except for the ARSL conference, we are having a problem finding YALSA volunteers to exhibit at the membership booths. If we don't have members to staff booths, we are usually not able to have a presence at the conferences.

### **Recent Recruitment Initiatives**

- ◆ Recorded the YALSA “Get Involved” video with Jack Martin and Kate McNair, <https://youtu.be/TaGJr5CCKXg>
- ◆ Staff are currently reviewing recruitment materials to ensure YALSA’s commitment to EDI principles are well represented, including updating the Join YALSA brochure with FY19 dues rates and EDI messaging
- ◆ Developing a plan to connect with the 10 LIS programs that have the most diverse student populations. Initial outreach to staff at these grad schools was unsuccessful.

### **Miscellaneous**

- ◆ Worked with President and President-elect on committee appointments
- ◆ Worked with the Executive Director finalizing 2018 YALSA slate

### **Additional Resources**

- Membership Report, Midwinter 2018, [http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/MembershipRpt\\_MW18.pdf](http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/MembershipRpt_MW18.pdf)
- YALSA membership information, [www.ala.org/yalsa/membership](http://www.ala.org/yalsa/membership)
- YALSA at state & regional conferences, [http://wikis.ala.org/yalsa/index.php/YALSA\\_at\\_State\\_%26\\_Regional\\_Conferences](http://wikis.ala.org/yalsa/index.php/YALSA_at_State_%26_Regional_Conferences)