

**Fall Executive Committee Meeting
October 25 – 26, 2015, Chicago**

Topic: YALSA Member Survey Results

Background: In order to gather feedback to inform the strategic planning process, the membership was surveyed in September. Selected survey results are provided below.

Action Required: Discussion

RESPONSES TO MULTIPLE CHOICE QUESTIONS

Survey takers

- 490 total
- Majority (63%) have been a member 5 years or less and work in a public library (62%)

Biggest challenges in day-to-day work

1. Outreach to teens in the community
2. Rapid changes in technology
3. Staying current with developments in the profession

Primary interests in YALSA

1. To learn about best practices
2. To stay up to date on materials for library collections
3. For professional development opportunities

How much emphasis would you like YALSA to put on these areas?

More emphasis

1. Providing up to date information on YA materials
2. Providing professional development opportunities
3. Establishing and disseminating national guidelines

Less emphasis

9. offering career development & job seeking resources
10. offering member grants and scholarships
11. providing volunteer opportunities on committees

YALSA activities that you've participated in in the past 2 years

1. Used lists or awards for readers' advisory or collection development
2. Read or posted messages on a YALSA e-list or blog
3. Voted in the election

What additional members' only resources would you take advantage of?

1. National teen advisory board
2. Online ask the expert service
3. Teen space award

Please rate the following YALSA activities in terms of their importance to you

1. Providing up to date info on YA lit via selected lists
 2. *YALS*
 3. Providing web and mobile based info
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18. Email communication with members
 19. Providing products and publications
 20. Addressing ALA key action areas

How good of a job does YALSA do on the following activities?

1. *YALS*
 2. YALSA E-News
 3. Providing learning opportunities
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17. Creating and promoting national guidelines
 18. Recognizing excellence in the field of YA librarianship
 19. Addressing ALA key action areas

Would you recommend YALSA membership to a friend or colleague?

- 81% Yes
- 18% Maybe
- 1% No

How would you rate YALSA on the following?

1. Has relevant knowledge and expertise
 2. Is a leading source of news in the profession
 3. Is a trusted national association
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10. has adequate personnel available to support members' needs
 11. responds in a timely manner to requests
 12. responds effectively to requests

Questions for consideration

- Are there any particular topics that it would be helpful to drill down to get more focused information?
- Do these results point to any clear, specific direction in terms of programs and services to continue or sunset?
- What are areas for improvement?
- What are implications for things like CE, recruitment, non-dues revenue, etc.?
- Other?

Additional Resources

- YALSA member survey results: <http://ow.ly/CWt4y>
- 2014 Membership Marketing Benchmarking Report, www.marketinggeneral.com/resources/benchmark-report/
- The Technology of Membership: Trends you Need to be Aware of, <http://blog.capterra.com/technology-membership-trends-need-aware/>