

**YALSA Board of Directors Meeting  
ALA Annual Conference, San Francisco  
June 26 – 30, 2015**

**Topic:** Membership Update

**Background:** YALSA's Membership Marketing Manager, Letitia Smith, has provided a membership retention and recruitment report for FY15. Member recruitment and engagement is one of five goals in YALSA's strategic plan.

**Action Required:** Information

**Membership Statistics**

Total YALSA membership as of May, 2015: **5,153**

	<b>May, 2015</b>	<b>May, 2014</b>	<b>% change</b>
Personal	4,873	4,837	0.74%
Organizational	264	276	-4.35%
Corporate	16	16	0.00%
Total	5,153	5,129	0.47%

**Overlap with other Divisions:**

Division	<b>Number of YALSA members who are also members of other Divisions</b>	
	<b>May, 2015</b>	<b>May, 2014</b>
AASL	1,612	1,642
ACRL	255	255
ALCTS	216	214
ALSC	1,497	1,559
ASCLA	165	154
LITA	298	297
LLAMA	339	349
PLA	1,011	1,109
RUSA	328	350

**Retention**

- ◆ Promote a welcoming atmosphere with the Membership Specialist sending welcome emails to new members. The Board follows up with a personalized note to the new members. This personalized touch continues to receive positive feedback.
  - The welcome email highlights how to fully benefit from a YALSA membership depending on the commitment levels.

- ◆ In addition to the welcome email to the member, we follow up with additional emails:
  - three months: remind the member of the YALSA perks and how to get involved
  - six months: check in and find out how YALSA is working for the member
  - nine months: thank them for being a YALSA member and remind them to renew their membership
  - thank you email for renewing membership
- ◆ Individuals who are not YALSA members, but apply for YALSA grants are personally contacted encouraging them to join and outlining the benefits of being a YALSA member
- ◆ Marketing the different membership categories and discounts, as well as the different payment options continues to be a priority
- ◆ In May sent a post card to 750 lapsed youth division members (2013 to present) highlighting new perks at YALSA
- ◆ Respond to membership queries promptly by phone, email, and/or through social media.
- ◆ Have a weekly ‘Member Shout-Out’ in the e-news
- ◆ Recognize people on Twitter who promote YALSA resources via a “Tweep of the Week” effort
- ◆ Work with the DMP Committee to send out anniversary cards to members who are having a 5, 10, 15, etc. year anniversary with YALSA

### **Recruitment**

- ◆ This spring YALSA staffed a booth at NAA 2015 Annual Convention, MLA (Michigan) Youth Services Institute, and REFORMA. YALSA materials were distributed heightening awareness and visibility with attendees. The conferences were well attended
- ◆ A full page ad was taken out in the OLA Annual Conference Book
- ◆ Recruitment materials were sent to NYLA Spring Conference detailing benefits of being a YALSA member
- ◆ YALSA will have a presence at the following conferences in 2015: BCALA, NLA, ARSL, OLC, and MLA (Minnesota)
- ◆ In April sent a recruitment email to 1,328 Teen Read Week™ and 1,026 Teen Tech Week™ registrants who indicated they were interested in YALSA membership. As a thank you to join YALSA, we offered them YALSA 2014 Reads 4 Teens digital download for free. This was met with minimal response
  - Follow up email was sent seven days after initial email was sent to those that didn’t respond
- ◆ In May a recruitment email was sent to 76 library workers and advocates who attended IMLS events describing advantages of membership. It was met with minimal response
  - Follow up email was sent seven days after initial email was sent to those that didn’t respond

### **Upcoming Recruitment Initiatives**

- ◆ Contacted NEXT to get a mailing list for a future membership recruitment
- ◆ Contacted DML to get a mailing list for a future membership recruitment

### **Additional Resources**

- Membership Report, Midwinter 2015 <http://ow.ly/OrB3T>