YALSA Board of Directors Meeting  
ALA Annual Conference, Orlando  
June 24 – 28, 2016

Topic: Membership Update

Background: YALSA’s Membership Marketing Manager, Letitia Smith, has provided a membership retention and recruitment report for FY16.

Action Required: Information

### Membership Statistics

Total YALSA membership as of **May, 2016: 5,117**

<table>
<thead>
<tr>
<th></th>
<th>May, 2016</th>
<th>May, 2015</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td>4,837</td>
<td>4,873</td>
<td>- 0.74%</td>
</tr>
<tr>
<td>Organizational</td>
<td>263</td>
<td>264</td>
<td>-0.38%</td>
</tr>
<tr>
<td>Corporate</td>
<td>17</td>
<td>16</td>
<td>6.25%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,117</strong></td>
<td><strong>5,153</strong></td>
<td>-0.70%</td>
</tr>
</tbody>
</table>

Although not necessarily reflected in numbers, YALSA stewardship efforts are being met with a positive response.

### Overlap with other Divisions:

<table>
<thead>
<tr>
<th>Division</th>
<th>Number of YALSA members who are also members of other Divisions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>May, 2016</td>
</tr>
<tr>
<td>AASL</td>
<td>1,602</td>
</tr>
<tr>
<td>ACRL</td>
<td>244</td>
</tr>
<tr>
<td>ALCTS</td>
<td>212</td>
</tr>
<tr>
<td>ALSC</td>
<td>1,555</td>
</tr>
<tr>
<td>ASCLA</td>
<td>156</td>
</tr>
<tr>
<td>LITA</td>
<td>299</td>
</tr>
<tr>
<td>LLAMA</td>
<td>373</td>
</tr>
<tr>
<td>PLA</td>
<td>1,079</td>
</tr>
<tr>
<td>RUSA</td>
<td>345</td>
</tr>
</tbody>
</table>

### Retention

♦ Over the past five years we have enhanced our 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.
In addition to the welcome email to the member, subsequent touchpoints entail:
- 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

♦ Respond to membership queries promptly by phone, email, and/or through social media.
♦ Have a weekly ‘Member Shout-Out’ in the e-news
♦ Recognize individuals on Twitter who promote YALSA resources via a “Tweep of the Week” effort
♦ During volunteer week, board members sent thank you cards with YALSA swag to YALSA members that serve on committees, advisory boards, juries, and taskforces

**Recruitment**
♦ Sent a recruitment email to the state leaders highlighting the perks of being a YALSA member. The response was not overwhelming; will meet with Executive Director to come up with other recruitment ideas to get state leaders more involved with YALSA
♦ So far this fiscal year, YALSA had a presence at the following events
  - Association for Rural and Small Libraries Conference, Oct. 1 - 3, Little Rock, AR (Beth Yoke presented a session and staffed a booth)
  - Ohio Library Council, Oct. 7 - 9, 2015 Cincinnati, OH (Jennifer Korn coordinated a YALSA exhibit booth)
  - Minnesota Library Association Conference, Oct. 8 - 9, St. Paul, MN (Beth Yoke presented a session & staffed an exhibit booth)
  - National Summer Learning Conference, Oct. 12 - 14 in Baltimore, MD (Letitia Smith staffed an exhibit booth)
  - New Jersey Association of School Librarians, Nov. 15 - 17, 2015 Long Beach, NJ (sent materials to be distributed)
  - Alaska Library Association 2016 Conference (Linda Braun, one of the authors of the Futures Report, presented about the report and staffed a YALSA booth)
  - Beyond School Hours Conference (Letitia Smith, YALSA Membership Marketing Manager, staffed a booth)
  - Illinois Youth Services Institute (Sarah Hill presented a session on YALSA and staffed a booth)
  - PLA (Letitia Smith, YALSA Membership Marketing Manager, helped staffed an ALA/Division booth)
  - CLA Youth Services Institute (Candice Mack, Crystle Martin & Jane Gove co-presented a session)

Individuals who represent YALSA do so because: 1) they were specifically invited by the organization hosting the conference, 2) they are geographically close to the event, 3) they have expertise with the particular the session content, and/or 4) they step forward and volunteer themselves.

♦ Still to come this fiscal year, YALSA will have a presence at IFLA via a shared ALA/Division booth
♦ A full page ad for the YA Symposium in Pittsburgh was put in the Ohio Library Council’s conference program book
For the coming fiscal year, we have been invited to participate in the Information and Technology Educators of Minnesota (ITEM) and Florida Association for Media in Education (FAME) events. We have confirmed participation at the ARSL conference in Fargo, ND, Oct. 27-29. As Project Manager for the Future Ready grant project, Linda Braun will present about college and career readiness and staff a booth.

New Recruitment Initiatives
♦ Contacted REFORMA, BCALA, and APALA to try and rent their mailing list in order to send a recruitment mailing to their members. They do not rent their mailing lists, but offered to share information via a listserv (ALA does not keep or have access to member information for any of its affiliates)
♦ We will contact JCLC, CLA about their listservs and mailing lists in July
♦ Strengthening ties with the Learning Labs community in order to help them understand the value of YALSA membership by participating in their YOUmedia Network and co-hosting a session with them at Annual

Miscellaneous
♦ Worked with President and President-elect on committee appointments

Additional Resources
• 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)