

YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
June 23– 27, 2017

Topic: Membership Update

Background: YALSA’s Membership Marketing Manager, Letitia Smith, has provided a membership retention and recruitment report for FY17.

Action Required: Information

Membership Statistics

Total YALSA membership as of April 2017:

	April, 2017	April, 2016	% change
Personal	4,542	4,910	- 7.49%
Organizational	252	261	-3.45%
Corporate	19	17	11.76%
Total	4,813	5,188	-7.23%

Overlap with other Divisions:

Division	Number of YALSA members who are also members of other Divisions	
	April, 2017	April, 2016
AASL	1,511	1,602
ACRL	225	244
ALCTS	201	212
ALSC	1,477	1,555
ASCLA	146	156
LITA	276	299
LLAMA	364	373
PLA	980	1,079
RUSA	320	345

On-going Retention Initiatives

- ◆ Over the past five years we have continued to update and refine 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.
- ◆ Continue to respond to membership queries promptly by phone/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.
- ◆ Include a weekly ‘Member Shout-Out’ in the eNews
- ◆ Encourage members to fill out the online Member Spotlight form, so they can be featured in an eNews issue
- ◆ Send monthly messages to the targeted member email lists for new members, students, and school library members
- ◆ Use the valsacom@lists.ala.org listserv to share breaking news with our most engaged members, those who serve on committees, juries, advisory boards, and taskforces. For example, when the Morris & Nonfiction Finalists were announced, we posted the information on that listserv before anywhere else
- ◆ Working with the DMP Committee on YALSA 101 at Annual, and helping to plan a YALSA 301 event at Annual

New Retention Initiatives

- ◆ Since Oct. 2015, YALSA has been trying to implement an automated message system to members. Industry best practices show that members should hear from their association 7 - 9 times during their membership year. To date, ALA’s ITTS Dept. has not completed our request, despite multiple meetings and communications. In addition to the welcome email to the member, that highlights how to fully benefit from YALSA membership, 7 subsequent emails will be sent
 - 4th week: Get connected with fellow YALSA members!
 - 8th week: Learn something new!
 - 16th week: Get involved in the work of YALSA!
 - 32nd week: Share your expertise with fellow YALSA members!
 - 40th week: YALSA needs your help! (ideas for supporting to the organization)
 - 48th week: Renewal reminder and thank you for being a member
 - After renewal: Thank you for your continued membership!
- ◆ Once a month, we will welcome new members and acknowledge member milestone YALSA anniversaries via the eNews
- ◆ In May, YALSA asked for member retention data from the ALA Membership Director, who informed us that ITTS provided that kind of information. When we requested the data from ITTS, they said that they had not ever built that kind of a report, and it would take a couple of months

Recruitment

- ◆ Supporting the DMP Committee members in their effort to send monthly recruitment messages out through their own networks and on popular library listservs
- ◆ Late April sent via snail mail 130 recruitment packets to vendors who are corporate members of ALA, highlighting advantages of adding a YALSA membership. Unfortunately, just one vendor responded and joined. A follow up email will be sent to try and increase response.
- ◆ Recruitment emails were sent to library faculty and recent dropped AASL members. The success rate was minimal.
- ◆ Tweeting out photos of members holding a “Why I’m a Member _____” sign with information about how to join

- ◆ Send recruitment packets to individuals who are nationally recognized for some achievement, like the LJ Mover and Shaker awards
- ◆ This fiscal year, YALSA had a presence at the following events
 - presented at the [Arizona Library Association YA Summit](#) January 26 - 28, 2017 in Prescott, AZ
 - exhibited at the [Library Association Super Conference](#) February 2 - 3, 2017 in Toronto, Canada
 - exhibited at the [SXSWedu Conference](#) March 6 - 9, 2017 in Austin, TX
 - presented and exhibited at the [Illinois Youth Services Institute](#) March 10 - 11, 2017 in Crown Plaza Springfield, IL
 - presented and exhibited at the [KPLA spring conference](#) in Lexington, KY, April 19 - 21
 - presented a pre-conference and exhibited at the [Maryland Library Association conference](#), May 10 - 12
- ◆ In addition, YALSA will have a presence at the following conferences
 - exhibit at the [International Association of School Librarianship](#) in Long Beach, CA, August 4 - 8
 - exhibit at the [BCALA, National Conference of African American Librarians](#) in Atlanta, GA, August 8 - 13, 2017
 - present and exhibit at the [Association for Rural & Small Libraries](#) in St. George, UT Sept. 6-9, 2017
 - exhibit at the [REFORMA National Conference VI](#) September 7 - 9, 2017 San Juan Puerto Rico
 - present at the [Ohio Library Council](#) October 4 - 6, 2017 Dayton, OH
 - exhibit at the [Mountain Plains Library Association Conference](#) October 16 - 18, 2017 South Lake Tahoe, NV

Individuals who represent YALSA at these events 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 session content, and/or 4) they step forward and volunteer themselves. To have a member in the booth works to the advantage of the attendees; members like speaking to members and sharing similar challenges.

New Recruitment Initiatives

- ◆ We are re-tooling our member referral program. Instead of the form that we snail mail to engaged members, we will be giving them a card the size of a credit card that says, “I think you would be a great fit for YALSA!” and includes the Membership Manager’s contact information, dues rate information, some member benefits, and a link to website
- ◆ We’ve identified 52 YA state association leaders who are not members and will be sending them recruitment packets and messages
- ◆ We have been trying to obtain the attendee list from the Ontario Library Association Conference we exhibited at in Feb., so we can send them a recruitment message

Additional Resources

- ◆ Slides on Increasing the Value of Membership <http://www.baileadership.com/wp-content/uploads/2017/04/Increasing-the-Value-of-Membership-Slides-4.13.17.pdf>