

**YALSA Board of Directors Meeting
 ALA Midwinter Meeting, Denver
 February 9 - 12, 2018**

Topic: Membership Report

Background: YALSA’s Membership Marketing Specialist, Letitia Smith, has provided a membership retention and recruitment report for the first quarter of the fiscal year. Diversifying the membership is a key priority in YALSA’s Organizational Plan.

Action Required: Information

Membership Statistics

Total YALSA membership as of December 2017: **4,768**

	December, 2017	December, 2016	% change
Personal	4,493	4,606	-2.45%
Organizational	256	264	-3.03%
Corporate	19	17	11.76%
Total	4,768	4,887	-2.44%

Overlap with other Divisions:

Division	Number of YALSA members who are also members of other Divisions	
	December, 2017	December, 2016
AASL	1,528	1,493
ACRL	217	234
ALCTS	188	205
ALSC	1,495	1,505
ASCLA	142	158
LITA	265	279
LLAMA	352	375
PLA	1,027	1,016
RUSA	307	331

Retention

- ◆ Over the past six years YALSA staff has enhanced our welcome message to new members through emails that promote YALSA’s vast resources. The Board follows up 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
- ◆ Send birthday cards to Past YALSA Presidents
- ◆ Send milestone anniversary cards to YALSA members
- ◆ Send congratulatory, encouragement and sympathy to YALSA members, as staff are made aware of member happenings

Recruitment Efforts

- ◆ Each month send ten to fifteen emails to random YALSA members asking if they would like to be the ‘featured member’ in YALSA weekly eNews
- ◆ Work with DMP Committee to send a monthly message to selected groups/listservs/etc. highlighting “what’s new, what’s next in YALSA” and encouraging people to join YALSA
- ◆ November 2017 selected ten 2018 conferences where YALSA will exhibit; the conference states are:
 - Denver
 - Illinois
 - Kansas
 - Montana
 - New Mexico
 - North Carolina
 - South Dakota
 - Texas
 - Utah
 - Wyoming

YALSA will reach out to conference planners for sponsorship, booth and other opportunities.

- ◆ January 2018 work with graduate school faculty, especially those at institutions with the most diverse student populations, to recruit student members
- ◆ January 2018 - sent 1,444 emails to ALA/ GLBTRT/EMIERT members who are not YALSA members highlighting perks of being a YALSA member
- ◆ January 2018 - sent 235 emails to 2017 YA Young Adult Symposium attendees who are not YALSA members

On Going Challenges

- ◆ We have been trying to implement a member retention effort based on industry best practice that involves contacting members by email seven times per year, each with a different

targeted message. To implement this, we must rely on ALA's IT department to create the workflow for these messages to automatically go out to the right members at the right time of year. We first made this request in the fall of 2015. Unfortunately, we are still waiting for IT to complete this project. When Connect launches March 2018, IT has promised YALSA that the implementation of the member retention effort would also launch.

- ◆ The delay of the launch of ALA Connect has stalled our ability to easily promote short term, opt-in member volunteer opportunities, as well as easily recognize members for their volunteer efforts. The delay has also put YALSA's mentoring program on hold.
- ◆ There has been much internal discussion about the need to coordinate messages to members that go out across ALA, as well as to take a more targeted approach to tailoring messages to specific types of members, instead of sending everything to everyone.
- ◆ Obtaining member data to use to inform decision making remains a challenge. For example, in the spring of 2017 YALSA asked IT and the ALA Membership Director what the retention rate was for YALSA members who have reached their limit for claiming a student membership and who must move to a higher dues rate, and we are still waiting for that information.

Upcoming Recruitment Efforts

- ◆ Work with AASL and ALSC to recruit members; we are sharing the membership booth at 2018 Annual Conference.
- ◆ Awaiting the survey analysis and recommendations from the Advancing Diversity Taskforce

Retention

- ◆ Periodically brainstorm with staff during monthly staff meetings regarding how to recruit/retain members

Additional Resources

- ◆ Join Us web page: www.ala.org/yalsa/join
- ◆ Get Involved: getinvolved/getinvolved
- ◆ State Conference wiki page:
http://wikis.ala.org/yalsa/index.php/YALSA_at_State_%26_Regional_Conferences