

**Fall Executive Committee Meeting
October 26-27, 2012, Chicago**

Topic: Web Site Changes Evaluation

Background: In February 2012 YALSA began collecting email addresses from nonmembers who accessed YALSA’s booklists or book award information. At the same time, the web site was modified so that members logged in to view this same information. Refinements to the log in and email form have been made since February so that members and nonmembers only need to log in once or fill out the form once to get access to URLs they can bookmark and reuse in the future. The Executive Committee may want to discuss implementation of the changes and determine if further action is needed.

Action Required: Discussion

Reasons for the Change

- Allows YALSA to share its other resources with non-members who might only be interested initially in our awards--helps us to promote our mission more holistically
- Helps YALSA build capacity:
 - Of the 16,000 email addresses we collected in Spring 2012, 1,600 of those individuals requested follow up information about Advocacy, which is the single most important issue that members have asked us to address
 - Since the changes in Feb. we’ve collected over 7,000 email addresses of people who say their interested in membership and we sent a survey out to them in Sept. to get feedback on what their needs and interests are
- Supports YALSA’s strategic plan by encouraging member recruitment and creating a list of advocates to engage.
- Helps YALSA better understand who is using our website and why, primarily the non-members who use our resources, which can inform the marketing project that YALSA is currently undertaking.
- Organizations such as NTEN (The Nonprofit Technology Network) identify what YALSA is doing—collecting email addresses of those who support our cause—as a best practice for not-for-profits.

Primary Concerns from Members & Others

- View it as an intellectual freedom issue and say that access is blocked to the lists
- A privacy matter: people don’t want to provide an email address
- Access within a library setting: people are unsure how best to provide access to the lists on public computers and at the reference desk

We’ve listened to feedback about the website changes and have subsequently improved the usability of the website and have streamlined the ease with which users access content, including

our selection and awards lists. Sarah Flowers addressed the intellectual freedom and privacy issues in her blog posts (see below). When the Communications Manager vacancy is filled, more efforts to improve usability will be undertaken.

Questions to Consider

- Is this practice worth continuing? Is YALSA getting an adequate return on its investment?
- If the practice continues, how best to get the word out about how members and nonmembers can access the lists?
- Has members' perceived purpose of the lists changed? Committee charges state that the lists and awards are for librarians to use for readers' advisory and collection development. They are created to be tools for librarians, not resources for the general public.
- Are we using the information we've collected via the email form strategically?

Additional Resources

- Posts from Sarah Flowers about the site:
 - <http://ow.ly/eynbl>
 - <http://ow.ly/eyniH>