

YALSA Board of Directors Meeting  
Conference Call  
February 25, 2010

**Topic:** Establish a Recession Relief Taskforce

**Background:** At the 2010 Midwinter Meeting, the Board discussed how YALSA might support members during the economic downturn (item #19). The Board directed Linda Braun to prioritize ideas put forth in the Board document, which is in progress. As a start to addressing this issue Linda is recommending that a taskforce be established to implement some of the ideas in the Board document.

**Action Required:** Action

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**Proposal:**

Establish a taskforce to develop online resources targeted to help members during the recession.

**Rationale:**

- YALSA already provides resources about grant opportunities, job searching, etc. that are useful to members who may be looking for support during the recession. Some of the content needs refreshing and/or more depth and there is not currently one central area where the content is available.
- Creating/enhancing online resources for members is an inexpensive way to provide support during an economic downturn.
- Members are not fully aware of the array of resources available from YALSA that can help them when facing recession related challenges. Focusing on getting the word out about these materials will benefit members.

**Proposed Charge for the Taskforce:**

**Recession Relief Task Force**

To develop new and enhance existing online resources that are useful and relevant to members during challenging economic times and post them in a central location on YALSA's wiki. Information developed should include, but not be limited to, job searching resources, grant opportunities, stress relief, cost saving measures, participating in conferences on a shoestring, etc. As content is developed it will be added to the wiki. The entire project will conclude by December 1, 2010. The taskforce will also work to promote the resource with the membership and encourage members to add their own content. Task Force Size: 5 members, including the chair

**Proposed Action:**

Approve the creation of a task force that will develop resources to help members weather the recession.

**Additional Resources:**

- How is AIGA Helping Designers Survive the Recession?  
[www.aiga.org/content.cfm/how-is-aiga-helping-designers-survive-the-recession](http://www.aiga.org/content.cfm/how-is-aiga-helping-designers-survive-the-recession)
- How to Weather the Recession as a Membership Organization. Published: June 2009.  
[www.asacenter.org/PublicationsResources/articledetail.cfm?ItemNumber=42656](http://www.asacenter.org/PublicationsResources/articledetail.cfm?ItemNumber=42656)
- Keeping Membership Strong in a Recession. ASSOCIATIONS NOW, June 2009.  
[www.asacenter.org/PublicationsResources/ANowDetail.cfm?ItemNumber=42129](http://www.asacenter.org/PublicationsResources/ANowDetail.cfm?ItemNumber=42129)
- Take Advantage of Association Offerings  
[www.abajournal.com/magazine/take\\_advantage\\_of\\_association\\_offerings/](http://www.abajournal.com/magazine/take_advantage_of_association_offerings/)