

YALSA Board of Directors Meeting  
ALA Midwinter Meeting, San Diego  
January 7 – 11, 2011

**Topic: Membership Report**

**Background: YALSA’s Program Coordinator for Membership has provided a membership retention and recruitment report for the first quarter of FY11. Member recruitment and engagement is one of five goals in YALSA’s strategic plan.**

**Action Required: Information**

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**Membership:**

Total YALSA Membership as of November, 2010: 5390

|                | November, 2010 | November, 2009 | % change |
|----------------|----------------|----------------|----------|
| Personal       | 5,015          | 4,986          | 0.58%    |
| Organizational | 362            | 409            | -11.49%  |
| Corporate      | 13             | 19             | -31.58%  |

**Recruitment Strategies Update:**

- In August, mailed recruitment packets to 50 State Librarians and followed up with personalized emails resulting in a positive response rate of over 10%.
- In September, mailing to 400 Teen Read Week registrants providing more information regarding YALSA memberships.
  - Approximately 1% enrolled in YALSA as a result of this mailing
- Recent symposium initially had 200 attendees. Following a successful targeted mailing to 1,300 individuals in a multi-state area around New Mexico, attendance doubled
- Friends of YALSA Newsletter
  - The YALSA newsletter continues to increase stewardship and engagement by spotlighting past presidents and acknowledging donor contributions while recognizing how their support benefits YALSA. Including the reminder to give a gift of YALSA membership has had positive results.

**Retention**

**New Members – Update:**

*We are continuing as outlined below in December, 2009:*

- Promote a feeling of cohesiveness, the YALSA office sends welcome emails to new members; the Board then follows up with a personalized note.
  - The welcome highlights how to make the most of the YALSA membership through involvement with a committee, activity or project
  - Encourage the introduction of other members to YALSA

**Existing (As of April, 2010, this is ongoing):**

- On the fifteenth day of the month an email is sent to YALSA members reminding them that their membership will expire at the end of the month. The YALSA email is sent about 10 days after the first email from ALA, with a thank you sent as a follow up to renewals.

**Initiatives – Update:**

*We are continuing with the following initiatives:*

- The Promotion and Membership committee will send Milestone Anniversary Cards to members on 5 years, 10, and 15-year anniversaries, and going forward in 5-year increments.
- In 2010, the YALSA office expanded the recipient base of those receiving birthday cards from past YALSA presidents to all members, expanding stewardship efforts.
- Stay attuned to needs:
  - YA “careers corner”
  - Personally reach out to lapsed members to determine reasons for leaving YALSA, letting them know that we want them back and sharing the new benefits of membership implemented.

*The following is under assessment:*

- Send a targeted mailing via email to all lapsed members from the previous year, letting them know that we want them back, stating the new benefits of membership implemented since they left.

*--respectfully submitted, Letitia Smith, Program Coordinator for Membership*