

**Spring Executive Committee Meeting
April 17, 2013, via Conference Call**

Topic: DMP Committee Recommendations

Background: In 2012 the DMP Committee was charged with evaluating the results of the three surveys that ran in Sept. and providing their recommendations to the Board as to any action items that they felt were driven by the findings. The DMP Committee has provided a report below. The Executive Committee may want to discuss the report and determine whether further information is needed from DMP, and identify any possible items for possible for board action.

Action Required: Discussion

Recommendations from the Committee (comments in red are from staff. Beth Yoke organized the recommendations into a priority order based on recollections of past board discussions—the committee didn't have time to rank the items by priority)

1. Find ways to show those who can be active in our divisions that YALSA is the most valuable resource for their money and should be their main priority in ALA.
 - a. Maybe if YALSA approached its membership with a total budget, and where value will be added by to the organization with increased membership. It could overcome the perception that the membership “costs too much.”
 - b. Better and more clear and consistent promotion of benefits and opportunities.
2. Make the committee membership involvement more accessible, clearer, and provide members with training immediately after they become members. Create more ways of getting involved with YALSA that don't require as much as a committee commitment does (Many felt that wasn't clear how to get involved and that the information was buried on the site).
3. More corporate sponsors to support existing and more professional development and awards.
4. Increase advocacy resources.
Can the committee provide more specifics here?
5. Resume/Career path workshops and advising.
Can the committee provide more specifics here?
6. Give lapsed members an opportunity to attend a free webinar to show them what they are missing.
7. Give discounts or the occasional free class/registration dependent on the number of years people have been members.
8. Create a National Teen Advisory Board to connect to more teens.
9. Award of one year ALA & YALSA membership to nonmember.
Can the committee provide more specifics here? How would this person be identified?

10. Award of one year ALA & YALSA membership to support staff who work with teens in a library.
Can the committee provide more specifics here? How would this person be identified?
11. Offer ideas for more passive programming that does not directly need staff to operate beyond initial set up.
Can the committee provide more specifics here?
12. Implement the following suggestions by respondents:
 - a. Professional Development event kits
Could the committee provide more specifics here? What are these?
 - b. Feedback on rejected applications for awards and grants and more education on completing them to achieve success
Applicants can contact the jury chairs for this feedback, so it's probably more about raising awareness that this is how it is done.
 - c. Follow up after conferences and trainings
Could the committee provide more specifics here?
 - d. Programming database
13. Expand the focus beyond just literature.
Could the committee provide more specifics here? What focus?
14. Add small 1 or 2 paragraph additions to YALS articles about specific libraries with ideas for different age groups or types of libraries i.e. 800 word article about teen programs, 100 word addition about tweens, and another 100 word addition about new adults to relate to the different segments within the young adult population.

Already doing or have in the planning stage

15. Members want to be involved but lack finances for travel. This means YALSA needs to continue working on providing more virtual committees, workshops, meetings, professional development opportunities etc.
16. Vary the time of YALSA membership opportunities. 2:00 in the afternoon is probably not the best time for librarians in schools. **We have tried this in the past and still didn't get more school librarians participating.**
17. Create more affordable CEU opportunities. **In ALA there is no such thing as an affordable CEU opportunity. They charge us \$20 per person to be able to offer CEUs, which drives up our costs considerably.**
18. Also we need to concentrate more on having local chapters of YALSA that are active and sponsoring events that can be attended by members and non-members. Have established local chapters do a state demographic and involvement survey to get a better idea of the different populations in each state and what resources needs and differences are from area to area.

At Midwinter the Board approved piloting a student chapter in Alabama. Depending on how that works, more chapters may be established, if they do not require too much resources to implement. Also, the Road Trip Taskforce has just been appointed, whose focus will be to create a YALSA presence at state events.

19. Market to state & local organizations webinars for group/use payment. Work to reduce redundancy of professional development provided.

The Executive Director sends monthly emails to all state library agency youth consultants and to all state library association elected YA leaders. Staff have also just compiled a list of all state association publications with info about how to contact them for ads and contributing articles.

20. Create more scholarships, grants, and awards for more than just the new members or first time conference attendees...make more available for long term members.

YALSA has 22 grants and awards. Only 3 are for new members.

21. Establish a monthly tweet chat facilitated by YALSA discussing new YA literature.

We have tried Tweet-chats with limited success—seems to be the most participation when it's tied to an event, like Teen Read Week

22. Host a monthly YA tech chat.

We have tried Tweet-chats with limited success—seems to be the most participation when it's tied to an event, like Teen Read Week

23. Create a database of grants available to libraries for collection development or technology

There's a wiki page for this—not the same as a database, but just an FYI

24. YALSA Pinterest Board (respondent suggestion)

We have several for various topics, like Teen Read Week

25. Remove login for book awards and lists (again one of the most repeated statements).

26. Many responses indicated the need for free or low cost professional development and not many seemed aware of the free. YALSA could offer a free webinar or chat discussing Blogs, Social Media, Webinars, etc. that are out there and available to everyone.

We do offer free CE—approximately 6 webinars per year as well as the YALSA Academy. The issue seems to be a lack of awareness.

Not feasible or not a priority

27. Look at the professions of all the “other” answers, many answered they were English teachers. Perhaps a partnership with NCTE, ALAN or IRA offering a limited membership to ALA/YALSA when joining their organization and vice versa. Also, investigate being an active presence at conventions like Comicon.

This is simply not feasible because of the fact that YALSA membership is tied to ALA membership

28. ALA and/or YALSA Membership discount bundles

Not likely to ever happen—the dues people pay YALSA now are not enough to cover the cost of what it takes to serve a member, so a discount would put us in the red

29. We also need to work harder to involve academic librarians; they may be a small part of the organization but from reading the comments they are a committed one and we need to find ways to allow them to be involved.

A total of 15 respondents indicated they worked in an academic library, which is 0.3% of the membership. This suggestion, then, is not likely to be a priority.

I. Analysis

A. Member Survey Results

1. In looking at the respondents, it is clear that over half of those completing the survey were new members to YALSA (joined within the last 5 years). And, most completing the survey were either public or school librarians. There were very few academic librarians and other stakeholders responding to the survey.
2. The 3 main things that members look to YALSA for are 1. Up to date information on literature and media 79.9%, 2. To Learn about best practices 55.3%, and 3. Professional Development opportunities 55.3%.
3. Of all the categories, respondents felt that YALSA needs to provide even more emphasis on providing current information on young adult literature and media 50.6%. Though members think more somewhat more emphasis needs to be applied to all areas listed.
4. The resources the majority of member respondents use/participate in are the award lists and readers advisory, with many reading and/or posting on the blog 59.7%, and voting in the election 50.6%.
5. Respondents were least involved in the monthly forums on ALAConnect 4.8% and watching the YALSA Academy videos 6.5%.
6. If made available, 62.8% would like to have access to the full-text of YALS online and 36% would like to see a National Teen Advisory Board.
7. Respondents felt the most important teen issues were literature and the emphasis on reading, finding best practices, and learning about digital literacy. However, the majority felt all the issues were important.
8. Overall the majority of the survey respondents felts YALSA is doing a good job in all areas
9. Finances has contributed greatly to members renewing, becoming members, or leaving the division altogether.
10. A large percentage of the respondents are not familiar with the mobile app.
11. 80% of the respondents would recommend YALSA to someone; however, 20% may or may not-this is a fifth of the survey respondents.
12. Examples of reasons for not recommending:
 - a. Finances
 - b. Perceived lack of benefits or clarity in explaining them

- c. Not feeling welcome by the organization
 - d. Bad relationships with publishers and publishing communities
 - e. Lack of diversity of committee members (the same people keep getting all the opportunities)
 - f. Lack of local connection
 - g. Not enough focus on ALL the stakeholders who work with teens (Many comments from Academic libraries who feel excluded in terms of resources)
 - h. The log-in requirement to awards and booklists (this was one of the most vocalized issues on the survey)
13. Examples of respondent suggestions for improvement:
- a. YALSA Pinterest Board
 - b. Decrease in ALA and/or YALSA Membership dues or discount bundles
 - c. More and more affordable online/virtual classes
 - d. More diverse collaboration on a regional and state level and with other ALA divisions
 - e. Professional development event kits
 - f. Feedback on rejected applications for awards and grants and more education on completing them to achieve success
 - g. Follow up after conferences and trainings
 - h. Programming database
 - i. Remove log in requirement to awards and booklists (again one of the most repeated statements)
 - j.

B. Lapsed Member Survey Results

1. 46.6% let their membership lapse after two –three years.
2. 61.5% of respondents were public librarians and 20.5% were school librarians.
3. 40.4% let their membership lapse in the last year.
4. 64% did not renew because of cost and 28% because they didn't feel the benefits outweighed the cost.
5. However, 56.5% said they may return to the division.
6. Of the respondents, 45.3% are still members of ALA and 69.9% belong to a state or regional association.
7. The top three reasons they had for being a member were 1. To stay up to date on young adult literature and media 58.4%, 2. Professional development opportunities 54%, and 3. to learn about best practices 51.6%.
8. The top free activities they utilized were the awards and reader's advisory lists 80.7%, the blog 41.6%, and Teen Read Week resources 41.6%. YALSA Academy videos were the least utilized at 1.9%.

9. 59% did not purchase or utilize fee based resources. 16.1% bought Teen Read Week products and 14.3% attended a YALSA program at ALA 14.3%.
10. The top members only resources used were voting 41.6%, YALSA E-news 39.1%, and member discounts for conferences and symposiums 23%.
11. 78.3% said they would like to see a searchable database of programming, and 65.2% said they wanted to see more regional opportunities.
12. Many were not aware of the discount and payment options for dues outside of the student discount.
13. Like current members, the majority of the respondents felt that all the teen issues listed were important and that YALSA is doing a good job in all the areas indicated on the survey.
14. The main reasons members left:
 - a. 62% “I value YALSA but my budget is too tight right now”
 - b. 28% “The cost of membership didn't equal the benefits I received as a member”

C. Non-Members

1. Largest number of respondents: 1,376.
2. 47.3% were from public libraries and 33.7% from school libraries.
3. There were many stakeholders who deal with teens but aren't teen librarians that completed the survey (26.2%). For the most part, they are teachers, writers, or librarians who wear a multitude of hats.
4. Finances and professional funding issues were the main reasons why they do not joining YALSA: 58.6% and 45.4% respectively.
5. Between 55%-85% percent of the respondents were not aware of any and all discounts and payment plans for dues.
6. There is a potential for getting them involved as new members as 56.7% are unsure about what future involvement they will have with YALSA.
7. Currently, 30.9% are ALA members and 71.4% are members of their regional and state associations.
8. Their reasons for joining an association mirror that other categorized respondents with 62.8% using them for up to date resources and book lists, 55.2% accessing them for best practices, and 50.6% utilizing them for professional development.
9. The vast majority is not aware of the most of YALSA's benefits with the exception of elections, committees, discussion groups, and conference discounts.
10. And, the majority is not aware of the free resources that YALSA provides.
11. Resources they would like to see again match those responding to the other category surveys: a programming database 83% and regional opportunities 61%.

12. 70.1% do not purchase YALSA's fee based products, and 19.9% purchase Teen Read Week Materials.
13. Most non-YALSA members receive professional development from publications 72.5% and state conferences 63%.
14. The biggest barriers to membership for them are funding, time, support, staffing, and space.

Additional Resources

- Survey results can be found at:
 - Members: <http://ow.ly/en2DL>
 - Lapsed members: <http://ow.ly/en2JQ>
 - Nonmembers: <http://ow.ly/en2PA>