

YALSA Board of Directors
Midwinter Meeting, Virtual
January 22-26, 2021

November 2020 Informal Membership Statistics

The following are informal numbers for business planning purposes. Note that there is a projected margin of error of approximately 2%. For this month, members are defined as those with expiration dates of 6/30/20 or greater. ALA’s total membership is 53,330 which is a 7% decline from 2019 and a 9% decrease when compared to the same time in 2018.

YALSA Membership Counts

Associate Member	35
Chapter Member	1
Continuing Member	62
Corporate Contributor	15
Friends of ALA	10
Honorary Member	9
International Member	28
International Library	18
Libraries (L1-L5)	172
Library Champion	1
Life Member	55
Non-Profit Organization	2
Non-Salaried Library	295
Regular Member	2,290
Retired Member	97
State Libraries	14
Student Member	525
Support Staff Member	124
Trustee Member	3
TOTAL	3,756

A few things to note about the counts:

- *The projected margin of error on these counts is approximately 2%.*
- *Renewal activity is likely higher than normal for your division and round table, and for ALA as well. This is not an indicator of higher renewals this year but rather a result of timing. We are playing catch up from the paused renewals this summer so our monthly renewals will trend a bit higher as a result.*

Retention/Recruitment

- ◆ Respond to questions promptly and courteously with a phone call or an email to members who contact the YALSA office.
- ◆ Marketing the different membership categories and discounts; some members are eligible for lower rates because of their work status.
- ◆ Discuss the different payment options. Personal members may choose to pay in two equal installments when joining or renewing with a credit or debit card.

- ◆ Due to the unprecedented impact of COVID-19 many of the State Conferences were canceled. As a result, there was no traveling, exhibiting or sending materials. Therefore, no face-to-face communication with members or potential members to promote YALSA occurred.
- ◆ Currently my role has been placed in a ‘sustaining and rescue’ mode. In that regard I am trying to sustain the members that I knew of from earlier rosters and rescue those memberships that I learned of during the wellness check-ins that I implemented.

Miscellaneous

- ◆ Worked with President, President-elect, Hub Manager on committee appointments
- ◆ Worked with the Board Development Committee finding candidates for 2021 YALSA slate
- ◆ Worked with the Executive Director finalizing 2021 YALSA slate for the April 2021 election
- ◆ Worked with Finance Department with reimbursements for YALSA/IMLS Cohorts
- ◆ Implemented wellness check-ins with our senior YALSA members, two of these check-ins have been rewarding for YALSA: one member donated \$10,000 to FOY and the other donated \$1,000.