

**YALSA Board of Directors
 Midwinter Meeting, Seattle
 January 25-29, 2019**

Topic: Membership Report

Background: YALSA’s Membership Marketing Specialist, Letitia Smith, has provided a membership retention and recruitment report for the first quarter of the fiscal year. Diversifying the membership is a key priority in YALSA’s Organizational Plan.

Action Required: Information

Membership Statistics

Total YALSA membership as of October 2018: **4,638**

	October, 2018	October, 2017	% change
Personal	4,368	4,534	-3.45%
Organizational	253	251	0.80%
Corporate	17	18	-5.56%
Total	4,638	4,793	-3.23%

Overlap with other Divisions:

Division	Number of YALSA members who are also members of other Divisions	
	October, 2018	October, 2017
AASL	1,470	1,562
ACRL	244	222
ALCTS	194	194
ALSC	1,484	1,539
ASGCLA/ASCLA	160	149
LITA	281	270
LLAMA	375	361
PLA	1,020	1,038
RUSA	293	316

Ongoing Retention

- ◆ The welcome message to new members through emails promotes YALSA’s vast resources, the Board follows up with a personalized note that reinforces the welcome. These efforts continue to receive positive feedback.

- The welcome email highlights how to fully benefit from a YALSA membership depending on the commitment levels.
- ◆ In addition to the welcome email to the member, subsequent touchpoints entail:
 - three months: remind the member of the YALSA perks and how to get involved
 - six months: check in and find out how YALSA is working for the member
 - nine months: thank them for being a YALSA member and remind them to renew their membership
 - thank you email for renewing membership
- ◆ Respond to membership queries promptly by phone, email, and/or through social media
- ◆ Thank you note and swag are sent to members who volunteer at exhibit booths during conferences
- ◆ Plaques are sent to member grant, award and scholarship winners
- ◆ Weekly “Member Shout-Out” in the e-news
- ◆ Send monthly messages to the targeted member email lists for new members, students, and school library members
- ◆ Use the yalsacom@lists.ala.org listserv to share breaking news with our most engaged members, those who serve on committees, juries, advisory boards, and taskforces

Recruitment Efforts

- ◆ YALSA exhibited/sent materials at the following conferences
 - ULA May 16 – 17, 2018
 - CAL September 13 - 15 2018
 - ARSL September 13 - 15, 2018
 - SDLA September 26 - 28, 2018
 - JCLC Conference September 26 - 30, 2018
 - CSLA Northern Region – Section 2: School Libraries’ Fall Forum October 13, 2018
 - CLA Conference November 9 –11, 2018
- ◆ Select ten 2019 conferences where YALSA plans to exhibit; the conference states are: *
 - ILA/NLA/NSLA Joint Conference
 - Kansas
 - Oklahoma (confirmed)
 - Massachusetts
 - Montana
 - North Carolina
 - South Dakota
 - Tennessee
 - Texas
 - Wyoming

*We look for individuals to represent YALSA at these events because: 1) they are specifically invited by the organization hosting the conference, 2) they are geographically close to the event, 3) they have expertise with the session content, and/or 4) they step forward and volunteer themselves. To have a member in the booth works to the advantage of the attendees; members like speaking to members and sharing similar challenges.

- ◆ YALSA will reach out to conference planners for sponsorship, booth and other opportunities.

- ◆ In December 2018 - sent 286 emails to the 2018 YA Young Adult Symposium attendees who were not YALSA members

Upcoming Recruitment Efforts

- ◆ Work with AASL and ALSC to recruit members; we are sharing the membership booth at 2019 Annual Conference
- ◆ Send email to lapsed YALSA members, (2015 to present) with information detailing “What’s New/What’s Next in YALSA”, example new Executive Director

Additional Resources

- ◆ Grow Your Membership in a Challenging World [membership growth](#)
- ◆ Slides on Increasing the Value of Membership <http://www.baileadership.com/wp-content/uploads/2017/04/Increasing-the-Value-of-Membership-Slides-4.13.17.pdf>