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

<table>
<thead>
<tr>
<th></th>
<th>October, 2018</th>
<th>October, 2017</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td>4,368</td>
<td>4,534</td>
<td>-3.45%</td>
</tr>
<tr>
<td>Organizational</td>
<td>253</td>
<td>251</td>
<td>0.80%</td>
</tr>
<tr>
<td>Corporate</td>
<td>17</td>
<td>18</td>
<td>-5.56%</td>
</tr>
<tr>
<td>Total</td>
<td>4,638</td>
<td>4,793</td>
<td>-3.23%</td>
</tr>
</tbody>
</table>

Overlap with other Divisions:

<table>
<thead>
<tr>
<th>Division</th>
<th>Number of YALSA members who are also members of other Divisions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>October, 2018</td>
</tr>
<tr>
<td>AASL</td>
<td>1,470</td>
</tr>
<tr>
<td>ACRL</td>
<td>244</td>
</tr>
<tr>
<td>ALCTS</td>
<td>194</td>
</tr>
<tr>
<td>ALSC</td>
<td>1,484</td>
</tr>
<tr>
<td>ASGCLA/ASCLA</td>
<td>160</td>
</tr>
<tr>
<td>LITA</td>
<td>281</td>
</tr>
<tr>
<td>LLAMA</td>
<td>375</td>
</tr>
<tr>
<td>PLA</td>
<td>1,020</td>
</tr>
<tr>
<td>RUSA</td>
<td>293</td>
</tr>
</tbody>
</table>

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**