YALSA Board of Directors Meeting
ALA Midwinter Meeting, Chicago
January 30 – February 2, 2015

Topic: **Member Survey Analysis**

Background: **The Strategic Planning Taskforce conducted an online survey of YALSA members focusing on current concerns and trends in the profession and member perception of YALSA's performance. The purpose of the survey was to solicit input regarding areas of focus for YALSA's next Strategic Plan, to be finalized by Annual 2015.**

                The survey was open September 3-29, 2014 and garnered 490 responses. As of August 2014, YALSA had 5,129 members, of which 4,838 were personal members. Survey respondents represent 10% of YALSA's personal members.

                The survey was launched via the YALSA e-newsletter on September 3, 2014. YALSA blog posts on September 4, September 10, and September 16 encouraged readers to take the survey. Messages were posted to YALSA listservs, the Spectrum Scholars listserv, ALA Connect, and local and regional outlets. Taskforce members and YALSA staff promoted the survey on Twitter, Facebook, and LinkedIn. Taskforce members and Board members also extended personal invitations to YALSA members to complete the survey. As a final push, an email blast was sent to all YALSA members who have given YALSA permission to contact them via email. A summary and analysis of the survey results follow, submitted by Joy Kim, Strategic Planning Taskforce Chair.

Action Required: **Information**

KEY FINDINGS, TOPICS FOR FURTHER EXPLORATION AND RECOMMENDATIONS

- **Advocacy is a priority for members, but it's not clear how members are defining advocacy.** Advocacy was mentioned frequently in the responses to open-ended questions. While several different areas of advocacy were mentioned, many responses were simply single-word answers. As a result, it remains unclear how members are defining advocacy and how aware they are of YALSA's activities in that area. Member participation in YALSA's advocacy efforts, such as District Days and Legislative Days, remains low according to the survey. Additional member input is being solicited at Midwinter on this topic to clarify these responses.

- **YALSA's expertise in YA literature and media and its slate of awards and lists**

continue to be part of its core brand. 87% of survey respondents reported using YALSA's lists or awards for readers' advisory or collection development within the past two years. The Taskforce feels that YALSA should leverage this traditional strength in future efforts to increase our visibility and impact.

● **Members are eager to get involved.** 94.4% of 2014 respondents felt YALSA should place more or somewhat more emphasis on providing volunteer opportunities on committees. This represented a significant increase from the 74.3% of respondents in the 2012 survey who felt that YALSA should place more or somewhat more emphasis on the same. At the same time, in the responses to other questions, members identified many barriers to traditional committee involvement, ranging from lack of time and employer support to inability to attend conferences. Additional member input was solicited via a Twitter chat on Nov. 20th hosted by Chris Shoemaker. Based on the chat, it seems that members are not looking for more opportunities for involvement; rather, they are unaware of existing opportunities, which points to a need to better promote what YALSA is already providing.

● **Stronger communication platforms and practices will be essential to build member support and engagement.** In open-ended comments, survey respondents identified YALSA's e-resources, materials, and communication practices as weaknesses and barriers to their participation and involvement. In addition, respondents often seemed to be unaware of what YALSA is currently offering. As YALSA competes with more and more channels for members' time and attention, the Taskforce feels it will be important to determine what are the best platforms for disseminating YALSA's work, informing members of YALSA news, and soliciting member input and involvement in association activities. The Strategic Planning Taskforce recommends that this topic be explored in greater depth in future member surveys or in other follow-up research.

● **Networking--but what kind?** Networking continues to be one of respondents' primary interests in YALSA (ranking 4th behind finding out about best practices, accessing CE opportunities, and staying up to date on YA lit & media), but many see it as an area where the association can improve its performance. Local and virtual networking opportunities were mentioned numerous times, but participation in member interest groups has declined. The Taskforce recommends that this topic should be explored in follow-up discussions to get a better sense of what networking activities members value and would find most useful.

NEXT STEPS

The Strategic Planning Taskforce will be following up with respondents to further explore the results of the member survey. Additional member input will be solicited through the YALSAblog and at a Strategic Planning session at Midwinter 2015 in Chicago that is scheduled for Sunday, February 1, 2015, from 1:30-3:00 pm.

The Board will also engage in Strategic Planning at Midwinter 2015.

SUMMARY OF 2014 SURVEY RESULTS
The complete raw 2014 results: http://ow.ly/DIpAl

RESPONSE RATE & PREVIOUS SURVEYS

490 members responded to the 2014 survey. Previous member surveys were conducted in 2011 and 2012. Note that the 2012 survey was not run in conjunction with a strategic planning cycle.

|	2011	2012	2014
Members	791 members	750 members	490 members
Non-members	271 non-members	Separate surveys were done for non-members (1376 respondents) and lapsed members (161 respondents) in 2012.	Non-members were not surveyed in 2014.
Raw survey results	http://ow.ly/EzDC2	http://ow.ly/EzDxI	http://ow.ly/DIpAl

The decline in the member response rate is a cause for concern, as member input is essential in the planning process. The promotion of the 2014 member survey was similar to the promotion of the 2012 member survey except that in 2012 the consultant solicited survey responses, while in 2014 that was left to staff and members. Another factor that may have contributed to the low response rate is "survey fatigue." Other YALSA work groups have recently conducted surveys, as have other divisions within ALA. Also, respondents to the survey consistently identified communication as a challenge. Based on the time stamps of the responses, the most effective method for promoting the survey was the e-blast sent to members shortly before the survey closed. YALSA may need to evaluate the efficacy of our primary communication channels for strategic activities--such as the blog and the e-news--to improve the response rate for future surveys.
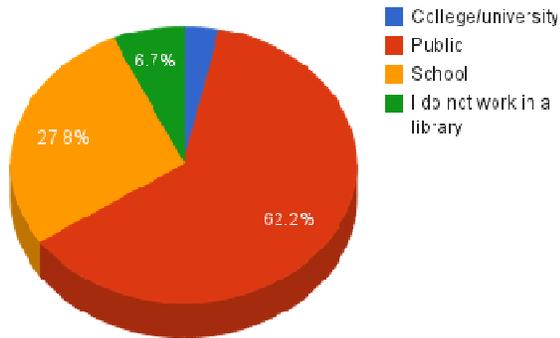
RESPONDENT DEMOGRAPHICS

Length of membership (Question 1)

62.7% of respondents have been members for 5 years or less. This is consistent with the membership length of respondents to member surveys in 2011 (60.2% members for 5 years or less) and 2012 (63.9% members for 5 years or less).

Length of Membership
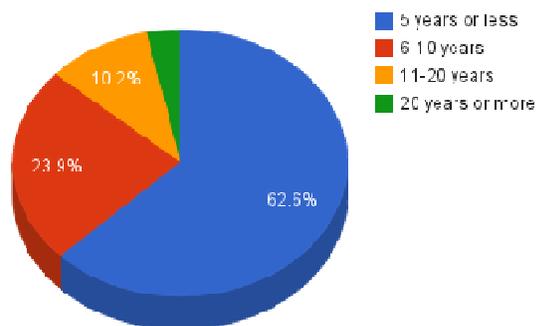
Type of Library (Question 2)

Type of Library

62.2% of respondents work in public libraries, 27.8% in school libraries, and the remaining 10% work in other settings.

Legend:
- College/university
- Public
- School
- I do not work in a library

6.7%
27.8%
62.2%

Job Title/Role (Question 3)

The most common current positions are Teen Services Librarian (28%) and School Librarian (23.5%). 18.2% of respondents selected "Other"; most of these members were branch managers or managers or coordinators of departments or services. In future surveys, YALSA may wish to offer additional options for this question. Overall, approximately 18.8% of respondents indicated they were in leadership roles with some degree of managerial or administrative responsibilities, such as Library Director, Youth Services Manager or Coordinator, Teen Services Manager or Coordinator, Branch Manager, or Department Manager.

MULTIPLE CHOICE QUESTIONS

Biggest Day-to-Day Challenges (Question 4)

Members were asked: *What are the biggest challenges right now in your day-to-day work that you feel YALSA could provide assistance with? Please select up to 3 challenges:*

The following chart compares 2014 responses to 2011 responses. This question was not asked in the 2012 survey.

2011	2014
Rapid changes in technology (48.4%)	Outreach to teens in the community (42.7%)
Staying current with developments in the profession (42.6%)	Rapid changes in technology (40.4%)
Funding and budgeting concerns (38.5%)	Staying current with developments in the profession (32.0%)
Need to enhance outreach efforts to teens in the community (38.0%)	Funding and budget concerns (30.2%)
Increased need to advocate for teen services (35.8%)	Advocating for teen services (27.8%)

Increased workload and/or expanded responsibilities (26.8%)	Meeting the needs of a diverse population (27.8%)
Meeting the needs of a diverse community population (25.0%)	Building partnerships with community organizations (27.1%)
Career development needs (12.3%)	Increased workload and/or expanded responsibilities (25.9%)
Book challenges and/or intellectual freedom issues (11.2%)	Career development needs (16.1%)
Salary concerns (9.0%)	Lack of support from other library departments for teen services (14.7%)
Other (5.3)	Salary concerns (9.8%)
	Other (6.3%)
	Intellectual freedom or book challenges (4.5%)

While the top five challenges were consistent from 2011 to 2014, there were some significant increases and decreases in the percentage of respondents choosing certain options. "Outreach to teens in the community" replaced "Rapid changes in technology" as the most common challenge members were facing in their day-to-day work. While "Funding and budgeting concerns" does not rank as high as it did during the recession, it still continues to be a significant day-to-day concern for members. Advocacy for teen services declined from 35.8% in 2011 to 27.8% in 2014, despite emerging as a major member focus in other questions. "Building partnerships with community organizations," which was a new option added for the 2014 survey in light of *The Future of Library Services for and with Teens* report, was selected by 27.1% of respondents.

Primary Interests (Question 5)
Members were asked: *What are your three primary interests in YALSA?*

The following chart compares 2014 responses to 2012 responses. This question was not asked in the 2011 survey.

2012	2014
To stay up to date on young adult literature and media (79.9%)	To learn about best practices (56.9%)
To learn about best practices (55.3%)	To stay up to date on materials for library collections (49.4%)
For professional development opportunities (44.1%)	For professional development opportunities (47.8%)
To network with peers (31.2%)	To network with peers (35.5%)
To stay at the forefront of tech for teen patrons (29.2%)	To stay at the forefront of tech for teen patrons (32.9%)
To serve on a committee or other member group (24.0%)	To serve on a committee or other member group (27.6%)
To support the mission and work of the association (17.7%)	To support the mission and work of the association (19.0%)
To identify or initiate research about teens and libraries (11.6%)	To identify or initiate research about teens and libraries (14.9%)
To support the association's advocacy work (9.5%)	To support the association's advocacy work (11.2%)

For career development and job seeking (8.4%)	To be eligible for a grant or scholarship (10.6%)
To be eligible for a grant or scholarship (5.9%)	For career development and job seeking (6.7%)
Other (1.2%)	Other (1.0%)

Best practices, YA materials, and professional development continue to be members' primary interests in YALSA. Overall, the ranking of member interests changed very little from 2012 to 2014. However, while staying up to date on literature and media continues to be key concern of YALSA members, the percentage of respondents who selected it as one of their three primary interests declined significantly from 79.9% in 2012 to 49.4% in 2014.

Only 11.5% of respondents selected "To support the association's advocacy work" as one of their primary interests in YALSA. The relatively low ranking of advocacy in this question is curious in light of the weight placed on advocacy in Question 6 (Areas of Emphasis), Question 9 (YALSA's Strengths), and Question 12 (Importance of Activities).

Areas of Emphasis (Question 6)
Members were asked: *How much emphasis would you like YALSA to put on these areas?*
The options were "more," "somewhat more," "somewhat less," and "less."

The following chart compares 2014 responses to 2012 responses. This question was not asked in the 2011 survey.

Areas of Emphasis	More or Somewhat More Emphasis (2012)	More or Somewhat More Emphasis (2014)	Change from 2012 to 2014
Providing volunteer opportunities on committees	74.3%	94.4%	+20.1
Advocating for library services for teens	95.3%	94.3%	-1.0
Disseminating best practices	96.2%	93.4%	-2.8
Providing professional development opportunities	92.4%	92.7%	-0.3
Supporting research about teens & libraries	90.8%	89.8%	-1.0
Providing current information on YA materials	96.5%	89.0%	-7.5
Providing information about emerging tech for teen patrons	88.3%	87.5%	-0.8
Providing networking opportunities for members	82.5%	84.7%	+2.2
Offering member grants & scholarships	81.6%	80.7%	-0.9
Establishing & disseminating national guidelines	73.7%	73.4%	-0.3
Offering career development & job seeking resources	71.2%	70.0%	-1.2

Survey respondents felt YALSA should place more or somewhat more emphasis on all the areas listed in the survey. The 2014 results were consistent with the 2012 results in this respect. There were only two notable changes in responses from 2012 to 2014.

● *Providing volunteer opportunities on committees* went from having third lowest

combined "more" or "somewhat more emphasis" percentage in 2012 (74.3%) to having the highest combined "more" or "somewhat more emphasis" percentage in 2014 (94.4%), suggesting a significant growth in perceived importance. This was, by far, the largest change from 2012 to 2014.
● *Providing current information on YA materials* went from having the highest combined "more" or "somewhat more emphasis" percentage in 2012 (96.5%) to having the sixth highest combined "more" or "somewhat more emphasis" percentage in 2014 (89.0%).

This question was not asked in the 2011 survey, which instead asked, "What current YALSA services or activities do you feel should be a priority for YALSA over the next 3 years? Please select up to 3" (2011 Member Survey, Question 5). Fifteen YALSA services and activities were listed as options. The top seven services/activities in 2011 were:
● Advocating at the national level for libraries and teens (43.5%)
● Placing national importance on teen reading (39.9%)
● Promoting excellence in YA literature via awards & selected lists (39.2%)
● Identifying and supporting best practices (32.2%)
● Providing learning opportunities (29.2%)
● Creating national guidelines & supporting materials for teen services (28.8%)
● Providing opportunities for members to participate in YALSA (20.0%)

Participation in YALSA Activities (Question 7)
Members were asked: *What activities in YALSA have you participated in during the past 2 years? Please check as many as apply.*

The following chart compares 2014 responses to 2012 responses. This question was not asked in the 2011 survey.

Activities	Participation rate (2012)	Participation rate (2014)	Change from 2012 to 2014
Used YALSA's lists or awards for readers' advisory or collection development	86.5%	86.7%	+0.2
Read or posted messages on a discussion list or blog	59.7%	56.7%	-3.0
Voted in the YALSA/ALA Election	54.9%	52.0%	-2.9
Used YALSA's toolkits or guides	Not option in 2012 survey	51.8%	N/A
Followed YALSA on Twitter	33.6%	48.8%	+15.2
Registered for & Celebrated Teen Read Week™	50.8%	46.5%	-4.3
Attended a YALSA program at an ALA Conference	38.0%	44.7%	+6.7
Used YALSA's national guidelines or competencies	38.5%	42.2%	+3.7
Used YALSA's Teen Book finder mobile app	33.6%	37.3%	+3.7
Participated in a YALSA e-course or webinar	25.5%	37.1%	+11.6
Friended YALSA or left a comment on our Facebook page	32.4%	35.1%	+2.7
Registered for & Celebrated Teen Tech Week™	31.9%	34.7%	+2.8
Served on a committee, taskforce, advisory board	23.9%	30.4%	+6.5

or jury			
Nominated a book or media for a list or award	20.7%	25.7%	+5.0
Read or added content to YALSA's wiki	22.8%	21.6%	-0.8
Applied for a member grant or award	11.7%	19.4%	+7.7
Attended the YA Literature Symposium	12.3%	15.7%	+3.4
Attended a YALSA program at a state or regional conference	12.7%	11.2%	-1.5
Donated to Friends of YALSA, Books for Teens or the Leadership Endowment	10.8%	9.2%	-1.6
Participated in an advocacy effort, like Legislative Day or District Days	7.5%	8.6%	+1.1
Participated in YALSA's Mentoring Program	6.7%	7.1%	+0.4
Watched a YALSA Academy video	6.5%	6.5%	No change
Participated in a discussion or interest group	12.9%	4.7%	-8.2
Attended a local Licensed Institute	0.7%	0.6%	-0.1

The 11.6% increase in survey respondents who have participated in a YALSA e-course or webinar may reflect the recent move to offer YALSA webinars as a free member benefit. The most significant decline was in the percentage of respondents who has participated in a discussion or interest group, which is interesting in light of the strong member interest in additional networking opportunities.

Additional Resources (Question 8)
Members were asked: *What additional resources, available only to members, would you take advantage of if YALSA provided them? (please select all that apply)*

The following chart compares 2014 responses to 2012 responses. This question was not asked in the 2011 survey.

Additional Resources	Would Use (2012)	Would Use (2014)	Change from 2012 to 2014
National Teen Advisory Board	36.0%	43.7%	+13.7
Online ask the expert service	32.8%	38.4%	+5.6
Teen space award	27.7%	31.2%	+3.2
Membership directory	30.4%	30.6%	+0.2
Resume critique service	24.3%	29.0%	+4.7
Buyer's Guide/Vendor Directory	new for 2014 survey	27.3%	N/A
None	7.2%	9.8%	+2.6
Other (please specify)	3.2%	5.1%	+1.9

Importance of Activities (Question 12)
Members were asked: *Please rate the following YALSA activities in terms of their importance to you.*
The options were "very important," "important," "somewhat important," and "not important."

The following chart compares 2014 responses to 2012 responses. This question was not asked in the 2011 survey.

YALSA Activity	Very Important or Important (2012)	Very Important or Important (2014)	Change from 2012 to 2014
Advocating for library services to teens	94.8%	97.1%	+2.3
Identifying and supporting best practices	92.8%	93.9%	+1.1
Placing national importance on teen reading	94.7%	93.3%	-1.3
Providing up to date info on YA lit via selected lists	94.2%	92.2%	-2.0
Placing national importance on teen digital literacy	89.6%	91.0%	+1.4
Promoting excellence in YA literature via awards	92.8%	89.8%	-3.0
Providing learning opportunities	85.3%	88.7%	+3.4
Providing opportunities for members to participate in YALSA	78.9%	86.4%	+7.5
Providing info about emerging technologies	85.7%	83.1%	-2.6
Promoting and publishing research	76.2%	79.6%	+3.4
Recognizing excellence in the YA librarianship field	72.0%	77.8%	+5.8
Providing Web & mobile based information	69.3%	75.3%	+6.0
Creating & promoting national guidelines	74.9%	74.2%	-0.7
Email communication with members	68.0%	72.3%	+4.3
Providing virtual networking	58.5%	70.5%	+22.0
Young Adult Library Services (journal)	77.8%	69.9%	-7.9
YALSA E-News	66.7%	67.0%	+0.3
Providing publications and products	70.3%	64.2%	-6.1
Providing face-to-face networking	56.1%	57.5%	+1.4
Addressing ALA key action areas	46.5%	49.4%	+2.9

Most of the increases and decreases in member ratings were relatively modest. The most significant change was the increased importance survey respondents assigned to "Providing virtual networking" (up from 58.5% in 2012 to 70.5% in 2014).

Performance on Activities (Question 13)
Members were asked: *How good of a job does YALSA do with the following activities?*
The options were "very good job," "good job," "poor job," and "very poor job."

The following chart compares 2014 responses to 2012 responses. This question was not asked in the 2011 survey.

YALSA Activity	Very Good or Good Job (2012)	Very Good or Good Job (2014)	Change from 2012 to 2014
Young Adult Library Services (journal)	97.9%	94.8%	-3.1
YALSA E-News	95.6%	93.6%	-2.0
Providing up to date info on materials for collections	N/A *	92.3%	N/A
Advocating for library services for and with teens	95.8%	91.8%	-4.0
Providing publications and products	92.9%	91.1%	-1.8
Identifying and supporting best practices	90.0%	90.0%	No change

Providing learning opportunities	93.8%	89.8%	-4.0
Addressing ALA key action areas	91.6%	89.4%	-2.2
Providing Web & mobile based information	91.0%	88.7%	-2.3
Email communication with members	87.3%	87.3%	No change
Placing national importance on teen literacies	N/A **	87.3%	N/A
Providing info about emerging technologies	87.9%	86.3%	-1.6
Creating & promoting national guidelines	87.2%	85.7%	-1.5
Providing opportunities for members to participate in YALSA	89.7%	83.3%	-6.4
Recognizing excellence in the YA librarianship field	86.6%	83.0%	-3.6
Promoting and publishing research	80.8%	81.0%	+0.2
Providing virtual networking	84.0%	74.8%	-9.2
Providing face-to-face networking	74.0%	73.9%	-0.1
Placing national importance on preparing teens for careers and college	N/A ***	69.0%	N/A

* 2012 survey option was "Providing up to date info on YA lit via selected lists" with 95.0% selecting very good or good.
** 2012 survey options were "Placing national importance on teen reading" (93.5% very good or good) and "Placing national importance on teen digital literacy" (89.7% very good or good)
*** New option for 2014 survey.

Overall, survey respondents' ratings of YALSA performance generally stayed steady or declined slightly, though most of the declines were within the margin of error for the survey (±4.2). The most significant changes were the declines in the combined percentage of respondents rating YALSA's performance as "very good" or "good" in the areas of "Providing opportunities for members to participate in YALSA" (down 6.4%) and "Providing virtual networking" (down 9.2%). It may be that the rating changes in these area do not reflect decreases in YALSA's performance as much as the growing importance and increased member expectations for these activities, as seen in Question 6 (Areas of Emphasis) and Question 12 (Importance of Activities).

Recommending YALSA (Question 14)
Members were asked: *Would you recommend YALSA membership to a friend or colleague?*

The following chart compares 2014 responses to 2012 responses. This question was not asked in the 2011 survey. There were no significant changes in responses to this question.

	2012	2014
Yes	80.0%	80.6%
Maybe	18.3%	17.9%
No	1.6%	1.4%

Perception, Reputation, and Branding (Question 16)
Members were asked: *How would you rate YALSA on the following?*

The following chart compares 2014 responses to 2012 responses. This question was not asked in the 2011 survey.

	Strongly Agree or Agree (2012)	Strongly Agree or Agree (2014)	Change from 2012 to 2014
has relevant knowledge and expertise	99.5%	98.8%	-0.7
is a trusted national association	97.6%	96.5%	-1.1
improves the image of library services to teens	95.7%	94.5%	-1.2
provides relevant communication	94.6%	91.5%	-3.1
responds in a timely manner to requests	94.9%	90.3%	-4.6
utilizes technologies effectively for communication	93.7%	90.1%	-3.6
is a leading source of news in the profession	90.1%	88.1%	-2.0
enhances the image of its members	92.0%	87.7%	-4.3
responds effectively to requests	92.6%	87.5%	-5.1
offers a good balance between members' only and freely available resources	78.9%	85.5%	+6.3
has adequate personnel available to support members' needs	86.1%	77.6%	-8.5
has a logo that projects a strong image	70.1%	66.6%	-3.5

Survey respondents' perceptions of YALSA's reputation and branding remained mostly high overall, though almost all declined from 2012 to 2014. Most, but not all, of those declines were within the margin of error (±4.2) for the survey. The 2012 survey was open when YALSA was piloting a login requirement for access to award and selected lists. The improved rating for "offers a good balance between members' only and freely available resources" may reflect the reversion back to open access for these lists.

OPEN-ENDED QUESTIONS

What are up to 3 distinctive strengths for which YALSA is known and respected? (Question 9)

YALSA's awards and selected lists and YALSA's advocacy were, by far, the two most frequently mentioned strengths; they were cited in responses nearly four times more often than the next most common answers. The frequent mentions of advocacy is consistent with the responses to Questions 6 (Areas of Emphasis) and 12 (Importance of Activities); however, for most respondents, advocacy is not one of their three primary interests in YALSA (Question 5), and only 8.6% of respondents stated that they had participated in an advocacy effort (Question 7). As a result, it's unclear what respondents find particularly strong about YALSA's advocacy, especially as many of the responses were simply the one word "advocacy." The Strategic Planning Taskforce will do additional research into this topic between now and Midwinter.

STRENGTHS
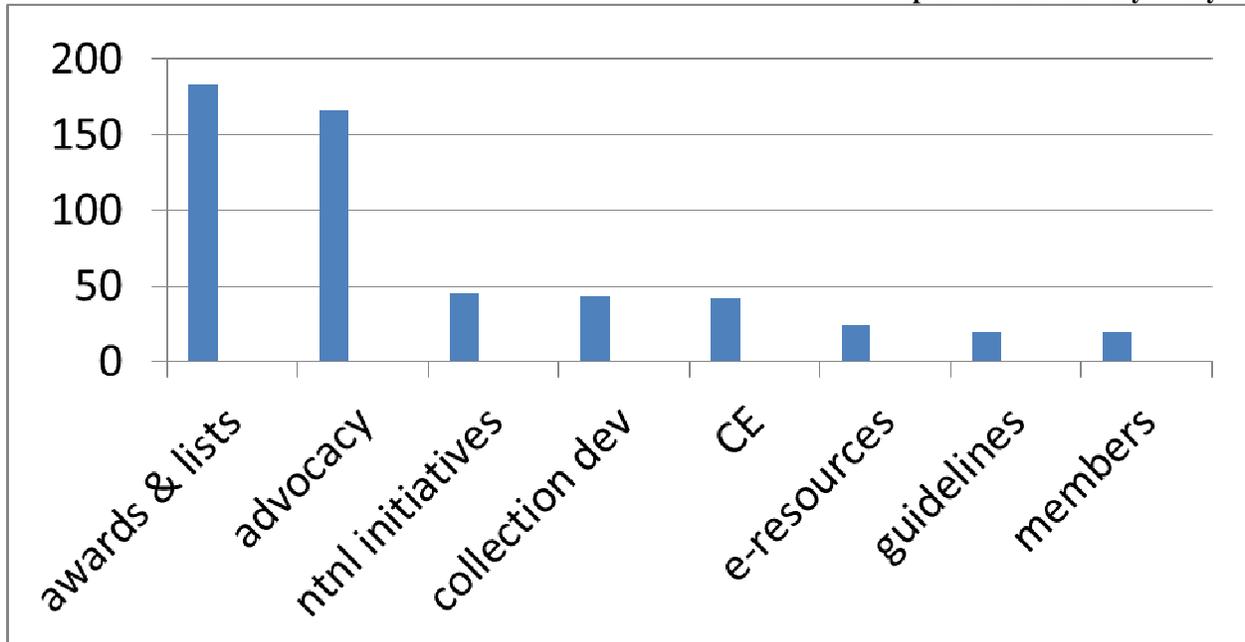
Other strengths that many members identified were:
- YALSA's role in promoting and disseminating best practices and national guidelines
- YALSA's national initiatives, such as Teen Read Week and Teen Tech Week
- Focus on technology, especially current trends in technology and technological innovation
- Networking
- Member engagement and member opportunities
- Professional development and continuing education
- Conference programming and the YA Literature Symposium

What are up to 3 weaknesses YALSA should focus on for improvement? (Question 10)
Similarly, several themes emerged from members' responses to this question. The most commonly mentioned weaknesses were:
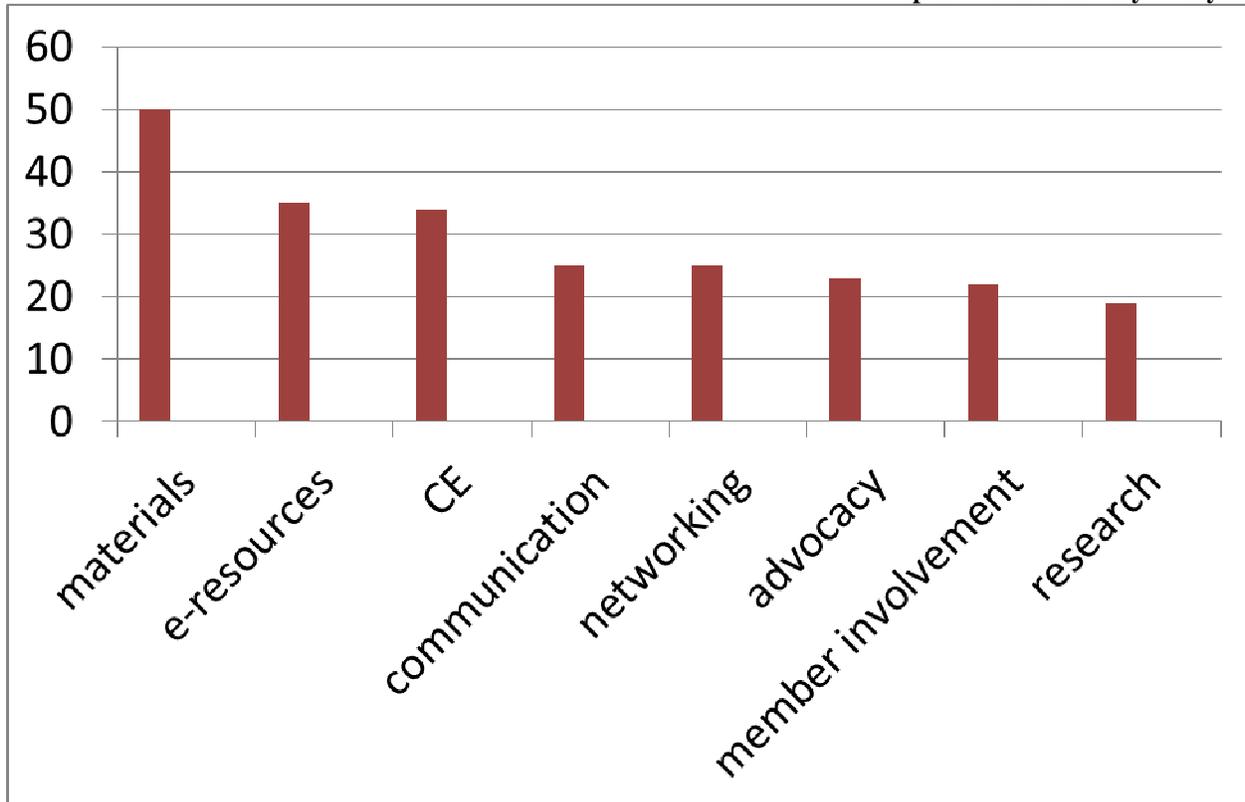
- **YALSA's website and other e-resources, which include the YALSA e-news (email newsletter), Wiki, blogs, and Ning platforms for Teen Read Week and Teen Tech Week.** Specific comments touched upon the challenge of tracking YALSA on multiple platforms, outdated information, accessibility of information, too much information, and poor organization of information.
- **Continuing education and professional development offerings.** Respondents commented on the need for more professional development offerings overall. Some comments mentioned specific topics of interest (including emerging technology, teen trends, teen behavior and development) and a desire for conferences in respondents' regions. The decision to offer the Symposium on an annual basis may address the latter. There were also some comments request free webinars, against suggesting that respondents are not aware that free webinars are already being provided.
- **Communication from and with YALSA.** Respondents commented on the need for more clarity about member involvement opportunities and policy changes, increased transparency, and their desire for leadership and staff to listen more to member feedback. Some of the comments on communication also touched upon issues with YALSA's various communication platforms; one member comment was, "Too many weak information channels."
- **Networking and information sharing.** Survey respondents are hungry for more face-to-face and virtual opportunities to connect with their peers. There were calls for more ways to connect with other members outside of national conferences (whether locally, at state conferences, or online), as well as for better tools and platforms for online discussions and information sharing. The sharing of information and best practices--especially of

concrete, specific program ideas--were mentioned numerous times.
- **Member involvement and member opportunities.** Responses in this category tended to comment upon the desire for more volunteer opportunities, especially on committees, and more virtual opportunities. Many of the responses that commented on the need for more virtual opportunities also mentioned salary/wage issues and the high cost of conference attendance.

Other Weaknesses
- **Marketing and branding issues.** Again, some of these responses reflected upon the design and look of YALSA's website and other e-resources. Other responses touched upon the need for better promotion of YALSA's existing services and resources; comments along these lines included "showcasing what you offer," "better promotion of online resources," and "marketing of the tools that are available."
- **Perceived value of membership.** A number of respondents commented on the cost of membership, continuing education, and conference travel and attendance.
- **School libraries and small and rural libraries.** Respondents in these settings continue to seek more resources and support addressing their particular situations, such as programs that work in school or small library settings and advocacy for school librarian jobs.
- **Research.** Respondents expressed an interest in more research and would like to see more support for and more dissemination of research.

What is the single most important thing that needs to be done for YALSA to rise to the next level in terms of impact and influence? (Question 11)
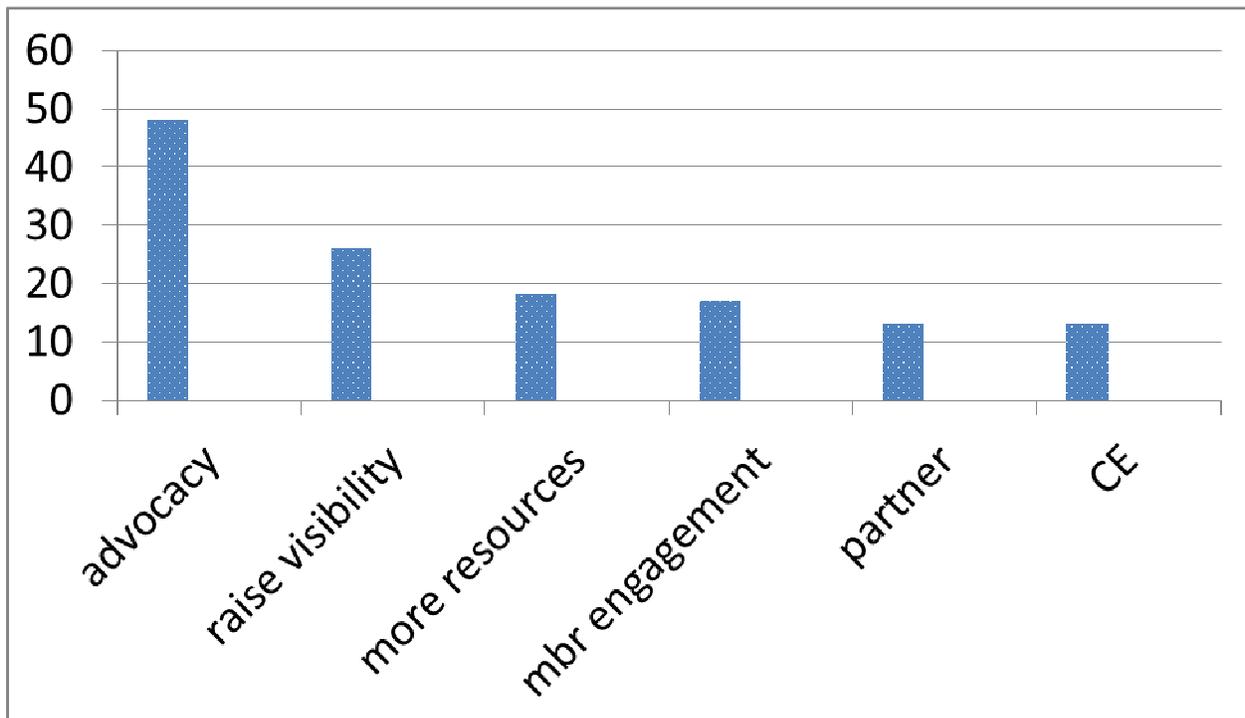
- **Increased visibility and national advocacy.** Members desire the organization to not only provide them with resources but with representation. Numerous responses highlighted the need for the organization to become a go to source about Teenagers, YA Literature and Youth Advocacy for politicians, news programs and other organizations. Members desire to know the brand means something to the general public.
- **Continued advocacy for teen services in libraries.** Many respondents cited a continuing need to "make the case" for teen services to their local communities and their administration (whether public library administrators, school district administrators, or local government). Library staff also desire more advocacy to their administrators and the public.
- **Improved and expanded resources and communication.** Many respondents cited improvements to YALSA's online presence, communication tools, and resources as an essential step for YALSA's continued growth.
- **Increase member opportunities and broaden member engagement.** Respondents cited a need to support new members, to get more members involved in association leadership, and to offer more paths for member involvement. Some respondents felt that there needed to be more diversity in YALSA's leadership and committee participation. Others identified cost as a barrier and felt YALSA should find more ways to engage members who cannot attend conferences or buy products. Virtual committees were highlighted in several responses.
- **Develop strategic partnerships**. Many of the comments that called for YALSA to increase its visibility outside the library world suggested doing so through strategic partnerships with national organizations--ranging from corporate sponsors to organizations focusing on youth, literature, and technology. Partnerships with local and community agencies and with other ALA divisions were also seen as desirable, as was providing support for partnerships between school and public libraries.
- **Bigger presence locally.** Numerous comments cited a desire for more local and regional networking events, including meetings and happy hours, and a need for local representatives or liaisons.

What specific ways would you personally would like to participate in YALSA's activities, programs, and initiatives over the coming year? (Question 17)

Many of members indicated multiple ways in which they would like to participate in YALSA overcoming year. For this analysis, each answer was counted individually, and the following chart shows the breakdown of their answers.

Committee Work: 127 responses
Respondents to this question want to serve on committees. In fact, the majority of them simply wrote "committee work" without any indication as to whether they wanted to serve on a strategic committee or an award or selection committee.

When members did indicate a committee preference, serving on an award/selection committee was the favored choice, with serving on a taskforce coming in next, then virtual committee work. A couple of members indicated they would specifically be interested in serving on a committee as a chair, or possibly even running for Board.

Professional Development: 90 responses
There was an interesting mixture of members wanting face-to-face learning versus virtual training opportunities. The majority responded that they would be attending YALSA sponsored events at an ALA conference or the YA Lit Symposium. The desire to participate in online opportunities was also well represented in this grouping with ⅓ of the respondents indicating they planned on participating in a webinar or taking an online workshop. A small percentage of members are indicated they wanted to engage in this area on a deeper level by either teaching a webinar, or presenting a program/workshop.

YALSA Initiatives: 54 responses
16% of member responses indicated they were planning on participating in one of YALSA's initiatives. Teen Read Week was mentioned most frequently, followed by Teen Tech Week and Teens Top Ten. Members also indicated they planned to apply for YALSA grants and scholarships

Staying Informed: 38 responses
Members intend to use YALSA's many publications and resources to stay informed on the latest and greatest trends that affect YA library staff and teens. Members mentioned they wanted to be in know about new research in this field and to have access to resources that help them stay current on publishing trends. Respondents specifically mentioned the YALSA blogs as tools they used to stay informed, followed by *YALS*, listservs, and the YALSA wiki.

Networking: 20 responses
A small percentage of respondents indicated they would be using YALSA to network over the next year. The most preferred method for this was face-to-face, followed by meeting virtually or on a forum. Members also planned to network through social media and/or online discussion groups.

Not Involved:
A number of respondents (18%) that replied to question 17 indicated how they would like to participate, but also stated that they are currently unable to do so. The most commonly mentioned barrier was simply being unsure of how to get involved. Some members noted they felt the association was a bit impersonal and overwhelming.

Time and job were the next two highest reasons members felt they were unable to participate, followed by cost and other commitments. For many of the respondents, these four reasons were closely linked. For example, if a member's job didn't support professional development, they found it next to impossible to find time and/or money to participate actively in YALSA.

If you have suggestions on how YALSA can enhance existing or create new opportunities for member involvement in YALSA please provide them here. (Question 18)
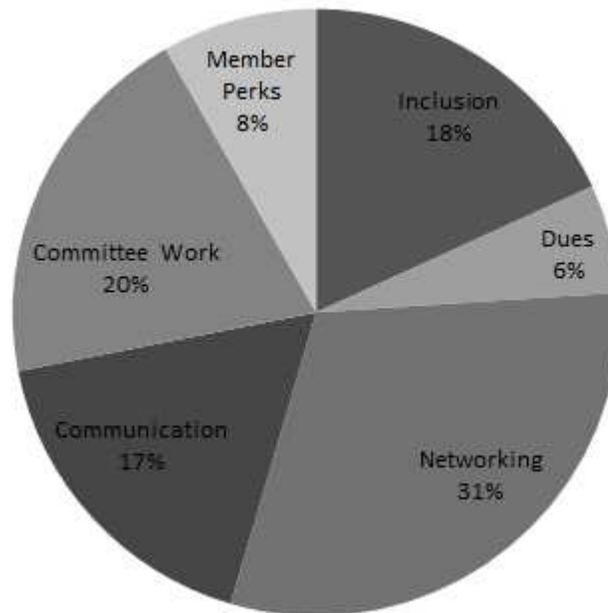
When answering this question many of the responses echoed back to question 10 and offering solutions for where they saw YALSA's weaknesses. In addition, respondents sometimes suggested activities or resources that YALSA is already offering. Again this points to a need to better promote and communicate what YALSA is already providing for members.

● **Networking:** Many respondents are looking for opportunities to network on a local level. The top three suggestions in this category were having local chapters, developing YALSA's state/regional presence, and hosting virtual meetups. Members are struggling to make connections with other YA library staff on a local level and are looking to YALSA to help them.

● **Committee Work:** Overall respondents are looking for more and better volunteering opportunities. Here are some specifics that were mentioned multiple times.
   ○ Offer more committee positions
   ○ Provide micro-volunteering opportunities for members with limited time who want to participate
   ○ Clearly define committee descriptions, charges, and missions
   ○ Better communication in regards to not being placed on a committee
   ○ Increase transparency in committee and chair selection
   ○ Simplify volunteer application process
   ○ Develop and implement policy to limit award committee terms (no consecutive service)

● **Inclusion:**
   ○ New members often feel overwhelmed and unsure as how to participate in the

association.
- ○ School and rural library staff are looking for more representation within the association. The respondents felt the association focuses most of its attention on urban and suburban public library concerns.
- ○ Find ways to increase diversity within the division.

- ● **Communication:** The number one suggestion was find better ways to market how members can be involved in YALSA. Many suggestions were made as to how this might be accomplished.
  - ○ Develop a member information package that would be emailed to new members, highlighting the many benefits and opportunities the organization offers. (YALSA already sends this type of information to new members.)
  - ○ Create really short videos to push opportunities available to members, then post on website. (YALSA already offers a free webinar on participating in YALSA, which is linked from the "Get Involved" page on the website: http://www.ala.org/yalsa/getinvolved/getinvolved.)
  - ○ Offer tutorial or overview of YALSA website covering resources available.
  - ○ Better use of social media to reach members.
  - ○ Improve online content (wiki and website).

- ● **Membership Perks:** A small percentage of respondents felt there should be more free services included in membership, such as downloadable promotional products, better access to authors, and more scholarship/grants. (Free webinars were also mentioned as desirable perk; live webinars have been free to YALSA members since Jan. 1, 2014.)

- ● **Membership Dues:** Respondents suggested YALSA should offer reduced rates for members serving on committees or for those who actively contribute to YALSA publications. (a couple of respondents also mentioned the need for reduced rates for part-time library workers; YALSA already offers this.)