

YALSA Board of Directors
ALA Annual Conference
June 25-30, 2020

Topic: YALSA Membership

YALSA Membership Statistics

September	October	November	December	January	February
4,307	4,310	4,275	4,170	4,110	4,049

We continue to:

- ◆ Promote a feeling of cohesiveness with the YALSA office sending welcome emails to new members
 - The welcome email highlights how to make the most of a YALSA membership, i.e. variety of ways to participate at various commitment levels
- ◆ Respond to membership emails with a phone call, email

Retention

- ◆ Board Members sent a message via email to YALSA volunteers, thanking them for the work they do with teens and for their support of YALSA
- ◆ All efforts are made to respond promptly and courteously to members who contact the YALSA office.
- ◆ Individuals that are not YALSA members, but apply for YALSA grants are personally contacted encouraging them to join and outlining the benefits of being a YALSA member
- ◆ Marketing the different membership categories and discounts, as well as the different payment options continues to be a priority.

Recruitment

- ◆ YALSA Recruitment materials were sent to
 - Arizona State Conference
 - Altona Area Public Library
 - California State Libraries
 - Brown County Library – Nashville, IN
 - Indiana University – Kokomo, IN
 - Delaware Division of Libraries – Dover, DE
 - TAWL Conference (Tucson Teachers Applying Whole Language)

New Recruitment Initiatives

- ◆ Because of COVID 19 – we are uncertain of State Conferences and if YALSA will have a presence
- ◆ YALSA will look at new engagement opportunities and ensure existing ones are meeting member needs is an ongoing effort

- ◆ Recruitment email will be sent to lapsed YALSA members, dropped membership January 2015 to January 2019 (5,209 members) outlining new benefits
 - two complimentary self-directed courses for all members
 - Mindfulness for Librarians: Handling Stress and Thriving Under Pressure
 - Fighting Fake News with Information Literacy
 - Personal members may choose to pay in two equal installments when joining or renewing with a credit or debit card

Miscellaneous

- ◆ Worked with President and President-elect on committee appointments
- ◆ Worked with the Executive Director finalizing 2020 YALSA slate
- ◆ Worked with Executive Director finalizing Board Orientation documents to new Board Members