

**YALSA Board of Directors Meeting
 ALA Annual Conference, Chicago
 June 28 – July 2, 2013**

Topic: Membership Update

Background: YALSA’s Program Coordinator for Membership has provided a membership retention and recruitment report for FY13. Member recruitment and engagement is one of five goals in YALSA’s strategic plan. Implementation of the Self-guided Marketing Plan created by North Star Strategies began in April.

Action Required: Information

Membership Statistics

Total YALSA membership as of April 30, 2013: **5,161**

	April , 2013	April, 2012	% change
Personal	4,885	4,884	-0.57%
Organizational	289	320	-9.697%
Corporate	16	11	45.45%
Total	5,161	5,215	-1.04%

Overlap with other Divisions:

Division	Number of YALSA members who are also members of this Division	
	April, 2013	April, 2012
AASL	1,697	1,710
ACRL	278	292
ALCTS	238	246
ALSC	1,545	1,565
ASCLA	173	159
LITA	336	344
LLAMA	390	410
PLA	1,099	1,232
RUSA	384	390

We continue to:

- ◆ Promote a feeling of cohesiveness with the YALSA office sending welcome emails to new members; the Board then follows up with a personalized note and this personalized touch is being met with much success
 - The welcome email highlights how to make the most YALSA membership; i.e. variety of ways to participate at a variety of commitment levels.
- ◆ Respond to membership emails with a phone call, email or tweet
- ◆ Send Milestone Anniversary Cards to members on 5, 10, and 15-year anniversaries, and going forward in 5 year increments via the DMP Committee

Retention.

- ◆ During National Volunteer Week in April, board members sent notes of appreciation along with swag to all committee/jury/taskforce/advisory board appointees, 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
- ◆ Marketing the different membership categories and discounts, as well as the different payment options continues to be a priority
- ◆ Looking into new engagement opportunities and ensuring existing ones are meeting member needs is an ongoing effort
- ◆ Communicate membership value and benefits by setting up listservs for new members, student members and school library members
- ◆ Implemented e-mail reminders to members whose membership will lapse (3 months, 2 months, 30 day timeframes)
- ◆ Jack and Shannon recorded two free webinars for members: one on how to get involved and the other on how to make the most of your membership. They're accessible from www.ala.org/yalsa/getinvolved/getinvolved

Recruitment

- ◆ NAA Annual Conference: YALSA staffed ALA booth at the National Afterschool
- ◆ In March 870 postcards were mailed to YALSA members whose membership lapsed within the past 3 years, highlighting new benefits that have been implemented
 - 7 individuals took advantage of the offer
 - Due to the low response rate, this postcard effort will not be scaled up for a broader audience
- ◆ Individuals that are not YALSA members, but express an interest in YALSA via social media are responded to with a message encouraging them to contact the membership coordinator. The membership coordinator personally contacts the individuals outlining the benefits of being a YALSA member. This recruitment tool, while small scale, has been successful.

New Recruitment & Retention Initiatives (based on the Self-guided Marketing Plan)

- ◆ In August send recruitment emails to ALA members who work with young adults, but are not YALSA members
- ◆ Staff a YALSA booth in August at BCALA (Black Caucus of ALA)

- ◆ Going forward YALSA will take a more active role in exhibiting at state and regional conferences coordinating our efforts with the State Conferences Road Trip Taskforce.
- ◆ From July forward Letitia will send out quarterly email blasts to all members featuring a different member benefit (those messages will also be posted on YA-YAAC & YALSA-BK with a ‘look what you’re missing’ tagline)
- ◆ In Aug. Letitia will begin a member referral project and run it for one year to determine its effectiveness
- ◆ In July/Aug. Letitia and Jackie will revisit the member recruitment and get involved portions of the web site and institute improvements, based on the marketing plan
- ◆ In July/Aug. Nichole will explore possibilities for events at the 2014 Midwinter and Annual meetings exclusively for new members and for students. If they are popular, they will be incorporated into conference events moving forward.
- ◆ Aug/Sept. Letitia will work on a student membership drive by reaching out to GSLIS faculty who teach YA or youth focused courses (the National Guidelines Committee is compiling that list). If the effort is successful, YALSA will implement this annually.

Promotion of YALSA Events at Annual

- ◆ Snail mail was sent to YALSA members (950) within driving distance to Chicago in March to promote YALSA events
 - There was a slight increase in registration as a result of the initiative
- ◆ Annual was promoted to members and beyond via the E-News, blogging, tweeting and posts to various listservs
- ◆ YALSA will have a booth at Annual (#941)

Additional Resources

- Survey results can be found at:
 - Members: <http://ow.ly/en2DL>
 - Lapsed members: <http://ow.ly/en2JQ>
 - Nonmembers: <http://ow.ly/en2PA>
- Membership Report, Midwinter 2013 board document #52, <http://ow.ly/m5afn>