

**YALSA Board of Directors Meeting
ALA Annual Conference, Las Vegas
June 27 – July 1, 2014**

Topic: Membership Update

Background: YALSA’s Program Coordinator for Membership, Letitia Smith, has provided a membership retention and recruitment report for FY14. 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 continues.

Action Required: Information

Membership Statistics

Total YALSA membership as of May, 2014: **5,129**

	May, 2014	May, 2013	% change
Personal	4,837	4,812	0.52%
Organizational	276	286	-3.50%
Corporate	16	16	0.00%
Total	5,129	5,114	0.29%

Although not reflected in numbers, YALSA stewardship efforts are being met with a positive response.

Overlap with other Divisions:

Division	Number of YALSA members who are also members of other Divisions	
	May, 2014	May, 2013
AASL	1,642	1,700
ACRL	255	274
ALCTS	214	237
ALSC	1,559	1,534
ASCLA	154	171
LITA	297	339
LLAMA	349	393
PLA	1,109	1,092
RUSA	350	380

We continue to:

- ◆ Promote a feeling of cohesiveness with the Membership Specialist sending welcome emails to new members; The Board follows up with a personalized note to the new member; this personalized touch continues to be met with much success.
 - The welcome email highlights how to fully benefit from a YALSA membership depending on the commitment levels.
- ◆ Respond to membership emails with a phone call, email, or through social media.

Retention

- ◆ In addition to the welcome email to the member, we follow up with additional emails:
 - 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
- ◆ 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.
- ◆ Sent an email to three thousand lapsed members (2011 to present) highlighting new perks at YALSA

Recruitment

- ◆ YALSA staffed booths at ALISE, Texas Library Association, National Afterschool Association and PLA and distributed YALSA materials with a reinforcing presence. All conferences were well attended.
- ◆ Recruitment materials were sent to the State Conferences attendees (St. Louis, Maryland and Portland), detailing benefits of being a YALSA member
- ◆ Planning a YALSA presence at these 2014 conferences: South Carolina, Pacific Northwest, Arkansas, and Kansas , Iowa and New England

New Recruitment Initiatives.

Referral Program was implemented. Twenty YALSA members were contacted asking them to refer potential members to join YALSA; the twenty members were sent a YALSA Journal to thank them for their commitment to YALSA.

- ◆ The new member will receive a \$10 discount on a YALSA publication.
- ◆ Post monthly YALSA marketing messages on new members, school librarians and students listservs.

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 2014 <http://ow.ly/xWlcb> (.pdf)