

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Seattle
January 25 – 29, 2013

Topic: Membership Report

Background: YALSA’s Program Coordinator for Membership has provided a membership retention and recruitment report for the first quarter of FY12. Member recruitment and engagement is one of five goals in YALSA’s strategic plan.

Action Required: Information

Membership Statistics

Total YALSA membership as of November 30, 2012: **5,217**

	November, 2012	November, 2011	% change
Personal	4,885	4,915	-0.61%
Organizational	315	335	-5.97%
Corporate	17	12	41.67%
Total	5,217	5,262	-0.86%

Despite 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 this Division	
	November, 2012	November, 2011
AASL	1,693	1,755
ACRL	281	296
ALCTS	237	255
ALSC	1,553	1,540
ASCLA	157	162
LLAMA	415	413
LITA	345	364
PLA	1,150	1,237
RUSA	393	411

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 twitter
- ◆ Promotion and Membership committee sends Milestone Anniversary Cards to members on 5, 10, and 15-year anniversaries, and going forward in 5 year increments.

Retention.

- ◆ Jack Martin sent a holiday message via email to all YALSA members, 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.
- ◆ Looking into new engagement opportunities and ensuring existing ones are meeting member needs is an ongoing effort.

Recruitment

- ◆ In August we implemented email correspondence to 149 ALA Corporate members highlighting YALSA membership benefits. The initial response of 8% to date signals a positive reaction to our stewardship efforts with supportive responses still coming in
- ◆ JCLC: YALSA staffed ALA booth at the Joint Conference of Librarians of Color and distributed YALSA materials with reinforcing presence.

New Recruitment Initiatives

- ◆ Recruitment materials to lapsed members were sent in the fall, a promotional snail mail follow up is scheduled in February
- ◆ Recruitment packets will be sent to YALSA members who are faculty at graduate schools of library and information science; it's an appeal to get them to recruit members for YALSA

Promote YA Lit Symposium

- ◆ Sent an email blast to YALSA members (104) in Missouri encouraging them to attend the Symposium in St. Louis
- ◆ Snail mail was sent to YALSA members (445) within driving distance to St. Louis in October to promote the Symposium. This was followed up with an email blast.
- ◆ There was a slight increase in participation as a result of the initiatives