

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

Topic: Membership Report

Background: YALSA’s Membership Marketing Specialist, Letitia Smith, has provided a membership retention and recruitment report for the first quarter of FY15. Member recruitment and engagement is one of five goals in YALSA’s strategic plan.

Action Required: Information

Membership Statistics

Total YALSA membership as of December, 2014: **5173**

	December 2013	December 2014	% change
Personal	4,841	4,883	0.87%
Organizational	281	274	-2.49%
Corporate	16	16	0.00%
Total	5,138	5,173	0.68%

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

Overlap with other Divisions: as of December, 2014

Division	Number of YALSA members who are also members of other Divisions	
	December 2013	December 2014
AASL	1,693	1,639
ACRL	272	269
ALCTS	228	218
ALSC	1,540	1,537
ASCLA	167	168
LITA	318	305
LLAMA	363	361
PLA	1,076	1,058
RUSA	372	349

We continue to:

- ◆ Promote a feeling of cohesiveness with the members by having the Membership Marketing Specialist send 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 – we continue to:

- ◆ YALSA’s President, sends a holiday message via email to all YALSA members, thanking them for the work they do with teens and for their support of YALSA
- ◆ 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 (within 24 hours) 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.
- ◆ Post monthly YALSA marketing messages on new members, school librarians and students listservs

Recruitment

- ◆ YALSA staffed booths at these conferences in 2014: ALISE, Association for Rural & Small Libraries, California Library Association, Georgia COMO, Iowa Library Association, Missouri Library Association, National Afterschool Association, New England Library Association, Ohio Library Association and Washington Library Media Association Conference. Materials were distributed with a reinforcing presence. All conferences were well attended.
- ◆ Recruitment materials were sent to the State Conferences attendees (South Carolina, Oklahoma, and Tennessee), detailing benefits of being a YALSA member
- ◆ Full page ad in Virginia Libraries
- ◆ Full page ad in OLC Convention and Expo program

New Recruitment & Retention Initiatives.

- ◆ In 2015 YALSA will staff booths at ALISE, REFORMA, BCALA, NAA, and the following states’ library association conferences: New York, Connecticut, Michigan, New Jersey and Oregon.
- ◆ Worked with ALA Production Services to create an updated “how to get involved in YALSA” infographic – <http://tinyurl.com/bscuymr>

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- ◆ In 2015 YALSA will implement a recruitment campaign to TRW and TTW participants who are not YALSA members.
- ◆ Created a “Membership Tune-Up” document for use at conferences, and that will also be published in *YALS*

Additional Resources

- ◆ Join Us web page: www.ala.org/yalsa/join
- ◆ State Conference wiki page:
http://wikis.ala.org/yalsa/index.php/YALSA_at_State_%26_Regional_Conferences