

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

Topic: YALSA Road Trip Reboot

Background: As part of Sarah Debraski’s “Engaging the YALSA Community” theme in 2008-2009, a Road Trip to state conferences was enacted. Members volunteered to host an event at state conferences and YALSA staff supported these events by printing and shipping materials and by identifying and supporting the member volunteers. In 2010, the Board approved a Road Trip Taskforce to recruit and raise awareness to GSLIS programs. Each of these initiatives experienced various levels of participation and success. Since the recent member survey calls for an increased YALSA presence at the state and regional levels, a re-imagining of the Road Trip can be an effective way to achieve that. Shannon Peterson and Sarah Sogigian have created a proposal to implement a new round of the Road Trip.

Action Required: Discussion

Proposal

Establish a Road Trip Taskforce that will increase the YALSA presence at state and regional public and school library conferences in order to recruit new members, engage existing members, and provide opportunities for face to face networking.

Rationale

- According to the Fall 2012 User Survey Analysis by NorthStar Strategies:
 - The majority of non-members belong to professional associations at the regional or state level. Further, the same survey also cited being new to the profession, confused over membership, and unaware of membership discounts as reasons for not joining the organization.
 - The majority of lapsed members also belong to regional or state associations, with almost two-thirds claiming a desire to return soon.
 - 23% of existing YALSA members cited that the organization did a “poor job” in face to face networking opportunities.
 - Over 80% of existing members would recommend the organization to a colleague, leveraging that kind of enthusiasm at a local level has the capability to increase participation and increase membership.
- The reintroduction of a Road Trip will support the continuous learning and member recruitment/engagement goals in the 2012-2014 Strategic Plan.

Proposed Taskforce Charge:

State Conferences Road Trip Taskforce

With assistance from YALSA's Program Coordinator for Membership, implement an on-going Road Trip effort to state or regional public and school library association conferences by 1) Updating and streamlining existing Road Trip materials to create an improved toolkit with suggestions, guidelines, and strategies for local members to use and implement at a Road Trip event; 2) Identifying up to ten state or regional library conferences for YALSA to target each year, with the first five occurring in the Fall of 2013, and submit to the Board for approval; 3) Identifying, recruiting, and training local YALSA members to staff a YALSA booth, present a YALSA program, and/or host a social event; 4) Communicating with state association leaders to ensure Road Trip efforts are mutually beneficial; 5) Promoting the Road Trip via various YALSA channels such as the e-news, listservs, and blog; 6) Creating and implement a plan for evaluating the impact of the program; 7) Providing a progress report to the YALSA Board as requested as well as a final report in June 2014 with recommendations for whether or not to continue the Road Trip effort. Taskforce size: 5 – 7 virtual members. Term: March 1, 2013 through June 30, 2014.

Recommended Board Action:

The Board move to approve the establishment of a State Conference Road Trip Taskforce and direct the President to appoint members to the group by March 1, 2013.

Additional Resources:

- 2012 User Survey Results: <http://ow.ly/gzqKL>
- 2011 GLIS Road Trip Taskforce: <http://bit.ly/Sj1k0y>