

**YALSA Board of Directors Meeting  
2007 Annual Conference  
Washington, DC, June 21-27, 2007**

**Topic:** For Members Only Web Resources

**Background:** As part of the 2005-2008 Strategic Plan, an area of focus is on creating member-only products and services that will attract new members and to retain existing members. YALSA's Web Advisory Committee has explored the issue and made some recommendations, which are provided below.

**Action Required:** Discussion

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**MEMO**

**To:** YALSA Board

**From:** YALSA Web Advisory Committee:

**Date:** May 16, 2007

**Re:** Recommendations Related to the For Members Only Section of the YALSA Web Site

After reviewing the For Members Only section of the YALSA web site and the current policies and guidelines governing that section, the Web Advisory Committee came to the following conclusions:

- The need for, and content of, the For Members Only section of the web site has changed dramatically since its inception. Many of the content components that were planned for the section are now available for free from YALSA via web 2.0 tools the Division currently makes use of. For example, audio recordings from conferences and interviews with people involved in teen services are available for free on the YALSA blog, YALSA wikis will provide access to content from conference presentations, and the Social Networking Toolkit is available for free on the YALSA blog.
- Members believe they get great benefit from YALSA without the “extra” content. The booklists, blog, listservs, etc. provide the kinds of resources members are interested in and they don't hunger for more.
- Online educational content, which is currently one area of the For Members Only Section, no longer serves a purpose, as online courses from YALSA are available to members and non-members. (With a discount provided to members)
- The content on the For Members Only section is not positioned properly in order to garner interest from members. This includes lack of good marketing for the For Members Only content and difficulty in accessing the content due to the current technology being used on

the ALA web site. Logging in is difficult for many people – including those who are tech savvy.

With the above findings in mind, the Web Advisory Committee submits the following recommendations to the YALSA Board:

- The For Members Section of the YALSA web site be streamlined to only include member benefits that are a part of an advertised campaign – for example YAttitudes is sold as a benefit of membership to those joining YALSA (or renewing membership.)
- The Committee also recommends that full annotations of booklists be advertised as a member benefit upon joining (or renewing) membership in YALSA. These lists would remain on the Members Only section of the site, but it would be a clear benefit of membership when joining the Division.
- Content that is available on any of YALSA’s social networking sites such as the blog and wiki will no longer be promoted as member only benefits. For example, conference programs that are recorded and produced as podcasts will be available to anyone via the YALSA blog and not listed as a type of content available For Members Only.
- In order to facilitate access to, and knowledge of, Members Only content, an icon should be designed and made available throughout the site. This icon would highlight content on all pages that links to Members Only material. A site visitor would click on the icon and login – or join – in order to access that content. This is analogous to the current Times Select content and logo used throughout The New York Times web site.

Upon approval of these recommendations, the YALSA Web Site Advisory Committee would be happy to work with YALSA staff to implement the changes and develop new Members Only web site guidelines.