

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Dallas
January 20 – 24, 2012

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, 2011: 5,277

	November, 2011	November, 2010	% change
Personal	4,390	5,015	-1.69%
Organizational	335	362	-7.46%
Corporate	12	13	-7.69%
Total	5,277	5,390	-2.10%

Despite numbers, YALSA stewardship efforts are being met with a positive response.

Member type breakdown as of 2011:

26% school
24% student
39% public
11% other

Overlap with other Divisions:

Division	Number of YALSA members who are also members of this Division
AASL	1,755
ACRL	296
ALCTS	255
ALSC	1,540
ALTAFF	164
ASCLA	162
LLAMA	413
LITA	364
PLA	1,237
RUSA	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 rather than by email.
- ◆ 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

- ◆ Recently we implemented email correspondence to all active YALSA members highlighting their membership benefits. The response reinforced the positive reaction to our stewardship efforts.
- ◆ Sarah Flowers 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 who drop their membership are phoned to find out why they did not renew.
- ◆ Marketing the different membership categories and discounts, as well as the different payment options continues to be a priority.
- ◆ Seeking out new engagement opportunities and ensuring existing ones are meeting member needs is an ongoing effort.

Recruitment

- ◆ REFORMA: YALSA staffed a booth at the conference, to promote YALSA's new "Lee por el gusto de leer" pamphlet and encourage diversity in recruitment. The pamphlet was funded by Dollar General.
- ◆ AASL: YALSA staffed ALA booth and distributed YALSA materials with a reinforcing presence.
- ◆ NCTE Conference: YALSA staff and volunteers staffed a booth at the conference, which was in Chicago to heighten awareness of YALSA with teachers.
- ◆ Individual recruitment letters and packets are sent to news-making librarians who work with youth, including the NYT Librarian of the Year Award winners, the LJ Movers and Shakers, and so on.

New Recruitment Initiatives

- ◆ A joint mailing with ALA has been re-scheduled for January 2012, due to a delay with ALA Membership. YALSA is targeting 2,551 registrants from TTW, TRW and WWE who are not members, but would like additional membership information. ALA has over 4,000 prospects targeted on their list.
- ◆ YALSA will implement a corporate member recruitment effort in February and utilize lists of recent partners and advertisers.

- ◆ Once the new ALA Director for Membership has started, YALSA staff will talk with him about possible member drives in conjunction with state associations, as well as possible member drives that offer limited time incentives.
- ◆ Recruitment packets will be sent to YA leaders in state library associations in the spring.

Promote Midwinter

An email was sent to YALSA members within driving distance to Dallas the first week in October to promote advance registration for ALA/YALSA Midwinter. This was followed up with a letter/snail mail the first week in November. Similarly, as with this initiative that was beneficial for Annual, there was a slight increase in participation as a result of the mailing.