

## 2012 - 2013 Executive Director's Report to the Membership

This document is meant to be a companion to the annual President's Report, which focuses on programmatic accomplishments during the year. Both the Executive Director's and the President's annual reports are posted in the Governance section of YALSA's web site [www.ala.org/yalsa/aboutyalsa/annualreports/annual\\_reports](http://www.ala.org/yalsa/aboutyalsa/annualreports/annual_reports). For additional information, please contact the YALSA office at 1.800.545.2433 x4390 or [yalsa@ala.org](mailto:yalsa@ala.org). ALA also issues an Annual Report, which can be found at [www.ala.org/aboutala/annualreport12](http://www.ala.org/aboutala/annualreport12).

### Membership Information

- YALSA is ranked 4<sup>th</sup> in size out of the 11 ALA Divisions. Our total membership for May was 5,114, which is a 1.8% loss over this time last year.
  - 2% are other (retirees, friends, etc.)
  - 11% are academics
  - 24% are students
  - 26% are school librarians
  - 37% are public librarians
- 873 members pre-registered for the 2013 Annual Conference (compared to 736 last year)
- 1,013 members voted in the last YALSA election (compared to 1,112 last year)
- About 400 members currently serve on YALSA's 70 committees, juries, advisory boards and taskforces

### 10 states with the most members

- |               |                  |
|---------------|------------------|
| 1. New York   | 6. Pennsylvania  |
| 2. California | 7. New Jersey    |
| 3. Illinois   | 8. Virginia      |
| 4. Texas      | 9. Massachusetts |
| 5. Ohio       | 10. Maryland     |

### 10 states with the least members

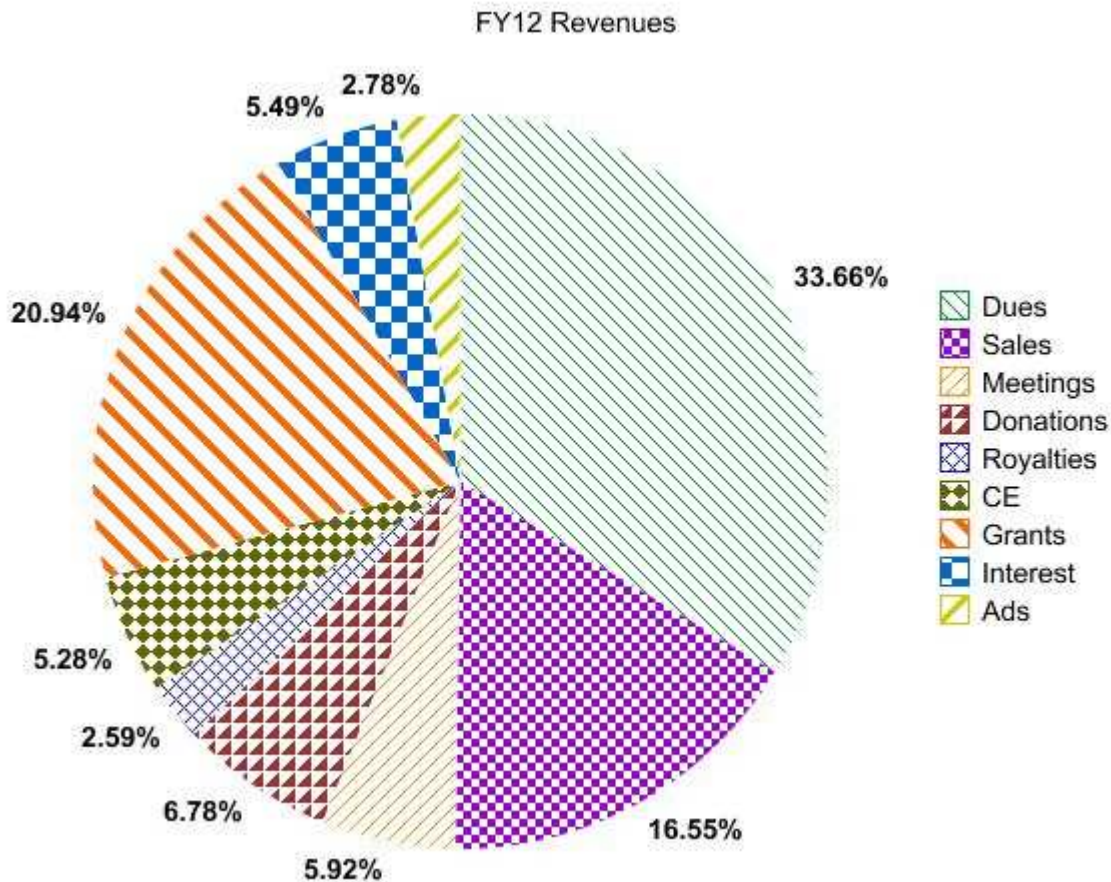
41. Alaska & Hawaii
42. Delaware
43. Wyoming
44. Vermont
45. West Virginia
46. Idaho & Montana
47. North Dakota
48. South Dakota

## YALSA Fiscal Snapshot

YALSA is part of ALA, which is a 501(c)3 organization. YALSA’s Board of Directors and staff work hard to make sure the organization is fiscally healthy and has adequate funds to deliver key members services.

### Funding Sources in the 2012 Fiscal Year

Where does YALSA get the revenue to support the array of services, programs and resources it delivers to members and the library community?



**Dues (\$220,194):** includes student, retiree, regular, organizational, corporate, and lifetime memberships for approximately 5,400 members

**Sales (\$108,305):** includes award seals, subscriptions to *YALS*, self published books

**Meetings (\$38,570):** ticketed events at Midwinter and Annual

**Donations (\$44,375):** Corporate sponsorships, promotional partnerships, Friends of YALSA and Leadership Endowment individual gifts

**Royalties (\$16,914):** includes books published with Neal-Schuman and ALA Editions, TRW products, TTW products and other products sold through ALA Graphics (pamphlets, bookmarks)

**Continuing Education (\$34,558):** includes regional licensed institutes, webinars and e-courses

**Grants (\$137,000):** Dollar General funds for 2012 summer reading & TRW and first quarter of Badges for Lifelong Learning grant

**Interest/Dividends/Gains (\$35,942):** Leadership and Morris endowments

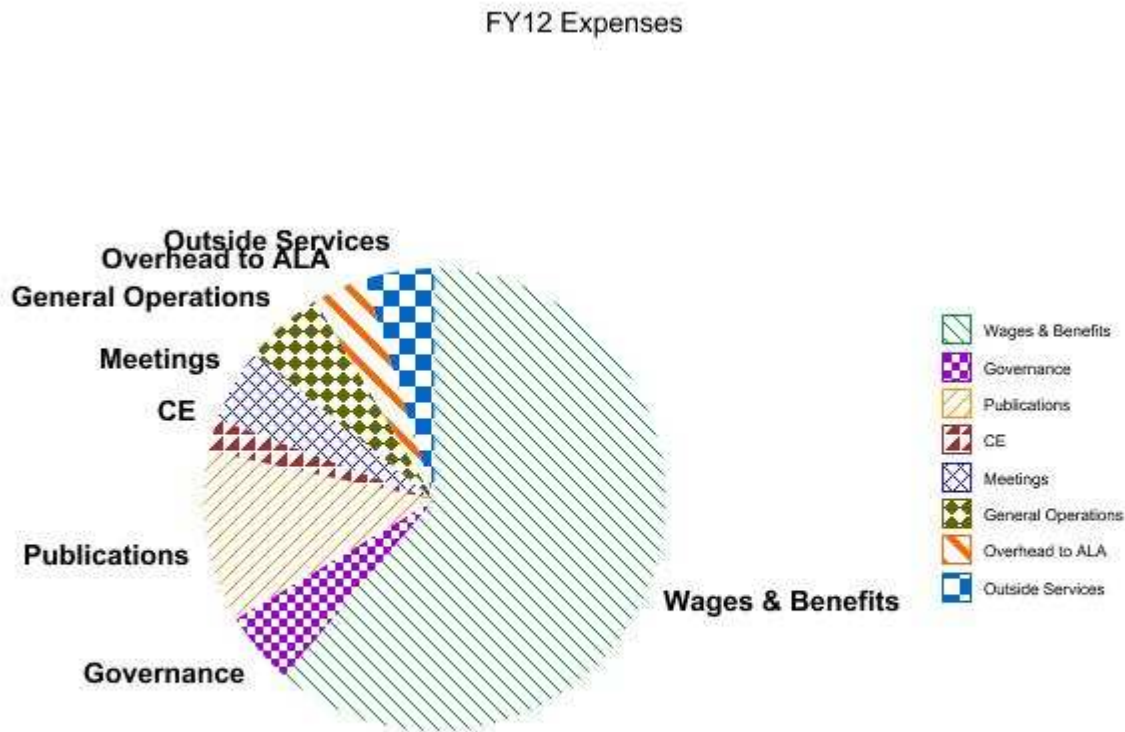
**Advertising\* (\$18,176):** ads in *YALS*, symposium program and *YALSA E-News*

\*YALSA's only taxable income

What's missing from this picture? It is worth noting that YALSA receives no federal funding and no financial support from ALA. However, YALSA receives support from ALA via services it provides to the Division, including HR, office space, IT, legal services, member database hosting and more.

**Support for Members in the 2012 Fiscal Year**

As part of a 501(c)3, YALSA must use the funds it takes in to directly support its mission. Here is how YALSA revenues were used to support members and mission:



- Publications \$78,628

- *YALS* (free with membership): \$52,462
- YALSA E-News (free with membership & members' only benefit): \$7,668
- *JRLYA* (freely available online to anyone): \$3,773
- Book length publications: \$14,725
- Web site & social media \$15,703
  - Web site maintenance \$10,013
  - Support for e-resources (wikis, blogs, listservs, social media, etc.): \$5,713
- Professional Development \$105,797
  - E-courses, \$14,176
  - Webinars (free to members for on-demand), \$15,837
  - YALSA Academy \$3,625
  - Mentoring Program (for members only) \$7,625
  - National Guidelines \$5,625
  - Licensed Institutes, \$9,641
  - YA Literature Symposium, \$4,123
  - Conference activities: \$45,145
- Members' Only Engagement opportunities \$236,039
  - Committees: \$33,491
  - Governance: \$72,548
  - Grants, Awards, Stipends: \$130,000
  - Member support & consulting services: \$9,768
- Outreach & Awareness Raising \$77,532
  - Teen Read Week: \$26,226
  - Teen Tech Week: \$1,752
  - Exhibiting at state conferences: \$25,119
  - iPhone app: \$4,000
  - Marketing/PR: \$20,435
- Advocacy \$47,552
  - Legislative Day: \$10,500
  - District Days: \$9,263
  - Issue briefs + resources: \$9,263
  - Congress & Congressional Staff outreach: \$9,263
  - Research: \$9,263
- Overhead to ALA (for services such as HR, IT, legal): \$21,538

### **YALSA Office & Staff**

- The office is open from 8:30am to 5:30pm (central) Mon. through Fri.
  - We're happy to answer any questions you have about your membership, the association, or YA services. Call or email whenever it's convenient for you. You are welcome to call after hours and leave a message. We'll do our best to get back to you w/in 24 hours.
- Staff:
- Jaclyn Finneke: book length publications, *JRLYA*, *YALS*, YALSA E-News, web site, blogs, wikis, PR/media relations
  - Anna Lam: summer reading, Teen Read Week™, Teens' Top Ten
  - Nichole Gilbert: book and media awards, selected lists, events, conferences

- Nicole Gibby Munguia: anything related to continuing education, including e-courses, licensed institutes, mentoring, the YALSA Academy, badges for lifelong learning and webinars
- Letitia Smith: contact information, committee rosters and concerns, exhibiting at state and regional conferences, general questions about membership and the association, member grants and awards
- Beth Yoke: grants, partnerships, corporate sponsors, budgeting, policies, procedures, governance liaison (Board, committees, etc), legislative advocacy
- We're happy to provide members with brochures and YALSA swag if you're presenting or hosting a meeting somewhere. We have a short URL where you can access these handouts online: [www.ala.org/yalsa/handouts](http://www.ala.org/yalsa/handouts)

### Upcoming Events & Activities for 2012 - 2013

- July 1, deadline to apply for Teen Read Week mini grants, [www.ala.org/teenread](http://www.ala.org/teenread)
- July 1, Aug. 12, e-course "Navigating the Teen Divide," [www.ala.org/yalsa/onlinelearning/info](http://www.ala.org/yalsa/onlinelearning/info)
- July 1, deadline to submit a program proposal for a YALSA program for the 2014 ALA Annual Conference, <http://www.surveymonkey.com/s/YALSAan14>
- July 1, deadline to apply for the Hub Member Manager position, <http://ow.ly/l3uwv>
- July 2, noon – 1pm, eastern, get ideas & resources for Teen Read Week via a Twitter chat. Use the hashtag #TRW
- Aug. 3 – Sept. 8, District Days, [http://wikis.ala.org/yalsa/index.php/District\\_Days](http://wikis.ala.org/yalsa/index.php/District_Days)
- Aug. 6, noon – 1pm, eastern, get ideas & resources for Teen Read Week via a Twitter chat. Use the hashtag #TRW
- Aug. 15 – Sept. 15, voting opens for the Teens' Top Ten, [www.ala.org/teens-top-ten](http://www.ala.org/teens-top-ten)
- July 18, [Programming Ideas for Older Teens](#) webinar, presented by Andrew Bollerman
- Sept. 1- 30, bundled registration open for ALA's 2013 Midwinter Meeting & Annual Conference
- Sept. 1 deadline to apply for Teens' Top Ten books giveaway, <http://ow.ly/IEGaR>
- Sept. 2 call for papers and program proposals opens for 2014 YA Lit Symposium, [www.ala.org/yalitsymposium](http://www.ala.org/yalitsymposium)
- Sept. 3, noon – 1pm, eastern, get ideas & resources for Teen Read Week via a Twitter chat. Use the hashtag #TRW
- Oct. 1, deadline to submit a committee volunteer form for selection committees that start 2/1/14, [www.ala.org/yalsa/aboutyalsa/yalsahandbook#form](http://www.ala.org/yalsa/aboutyalsa/yalsahandbook#form)
- Oct. 13 – 19, Teen Read Week™, "Seek the Unknown @ your library," [www.ala.org/teenread](http://www.ala.org/teenread)
- Dec. 1, deadline to apply for most of YALSA member grants & awards, [www.ala.org/yalsa/awardsandgrants/yalsaawardsgrants](http://www.ala.org/yalsa/awardsandgrants/yalsaawardsgrants)
- week of Dec. 2<sup>nd</sup>: finalists announced for Morris & Nonfiction Awards, [www.ala.org/yalsa/booklists](http://www.ala.org/yalsa/booklists)
- January 24 – 27 ALA Midwinter Meeting in Philadelphia
- March 9 – 15, Teen Tech Week™, "DIY @ your library," [www.ala.org/teentechweek](http://www.ala.org/teentechweek)
- April 17, Celebrate Teen Literature Day (Teens' Top Ten nominees announced, TRW web site goes live)

- June 27 – July 1, ALA Annual Conference in Las Vegas

For the latest events and information, visit YALSA's Google Calendar at <http://bit.ly/xBkGLR>

### **Quick Links to YALSA Online**

YALSAblog: <http://yalsa.ala.org/blog> (blog about serving teens in libraries)

The Hub: <http://yalsa.ala.org/thehub> (blog about all things YA lit)

YALSA on Facebook: <http://www.facebook.com/yalsa>

YALSA on Twitter: <http://www.twitter.com/yalsa>

YALSA E-Learning: [www.ala.org/yalsa/onlinelearning](http://www.ala.org/yalsa/onlinelearning) (don't forget that all on demand/archived webinars are free to members!)

Downloadable bookmarks, etc.: [www.ala.org/yalsa/best](http://www.ala.org/yalsa/best)

*Journal on Research on Libraries & Young Adults*: <http://yalsa.ala.org/jrly>

Free downloadables to distribute: [www.ala.org/yalsa/handouts](http://www.ala.org/yalsa/handouts)

If you have questions about anything in this report, please don't hesitate to get in touch with me at [byoke@ala.org](mailto:byoke@ala.org) or 800.545.2433 x4391. Also, we're here to serve you. If you have any ideas for new ways we can help members, please don't hesitate to get in touch with YALSA's President or me. Thank you for your support of YALSA and for all that you do to ensure teens have access to excellent library services and resources!

*Respectfully submitted,*

*Beth Yoke*

*June 26, 2013*