

## 2015 - 2016 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. The Executive Director's and President's annual reports as well as grant related 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:

### Membership Information

- YALSA is ranked 4<sup>th</sup> in size out of the 11 ALA Divisions. Our total membership for May was 5,117, which is a 0.7% 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
- 922 members voted in the last YALSA election (compared to 978 last year)
- About 400 members currently serve on YALSA's 54 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

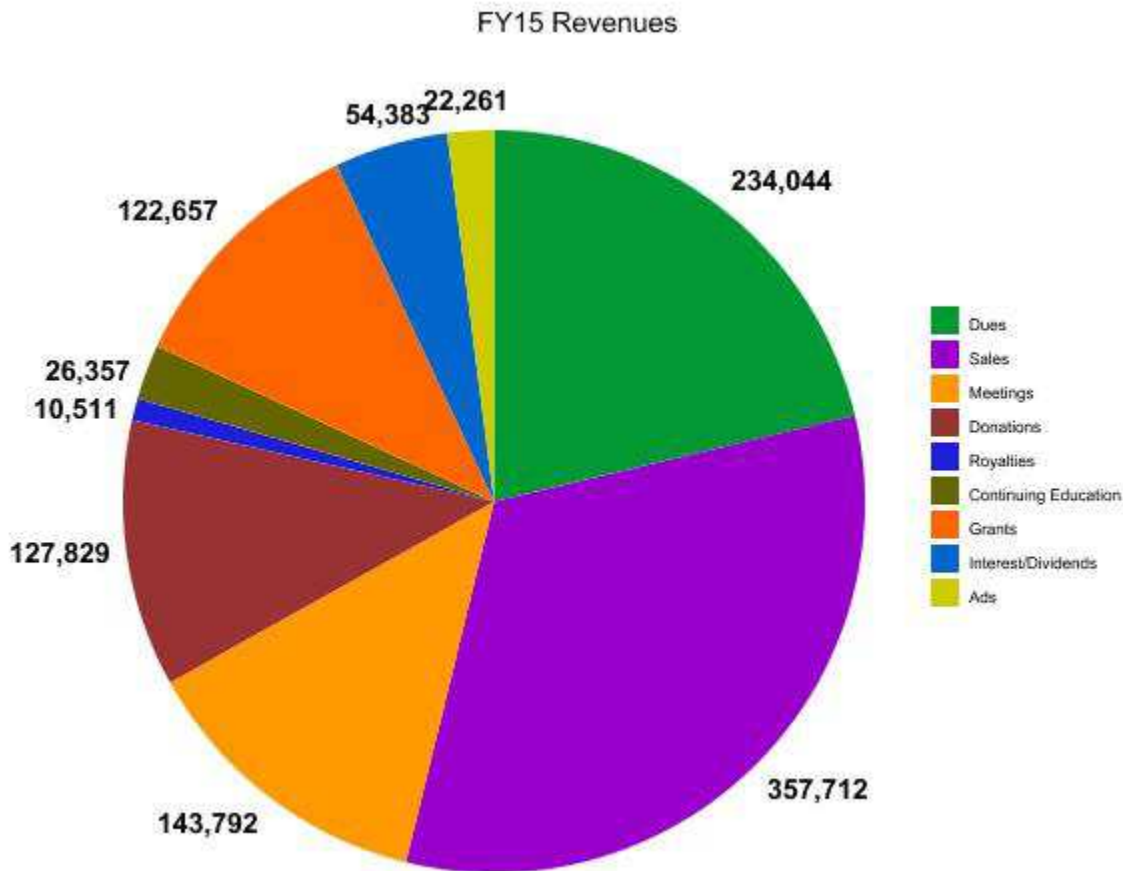
41. Alaska & Hawaii
42. Delaware
43. Wyoming
44. Vermont
45. West Virginia
46. Idaho & Montana
47. North Dakota
48. South Dakota

### 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 2015 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 (\$234,044):** includes student, retiree, regular, organizational, corporate, and lifetime memberships for approximately 5,100 members

**Sales (\$357,712):** includes award seals (incl. one time back payment from a publisher for outstanding seal invoices), subscriptions to *YALS*, self published books and curriculum kits

**Meetings (\$143,792):** ticketed events at Midwinter, Annual and the symposium

**Donations (\$127,829):** Corporate sponsorships, promotional partnerships, Friends of YALSA and Leadership Endowment individual gifts

**Royalties (\$10,511):** includes books published with Neal-Schuman and ALA Editions, TRW products, TTW products and other products sold through ALA Graphics (pamphlets, bookmarks)

**Continuing Education (\$26,357):** includes regional licensed institutes, webinars and e-courses

**Grants (\$122,657):** Dollar General funds for 2013 summer reading & TRW, Best Buy donation program, and the IMLS grant for the National Forum on Libraries and Teens

**Interest/Dividends/Gains (\$54,383):** Leadership and Morris endowments

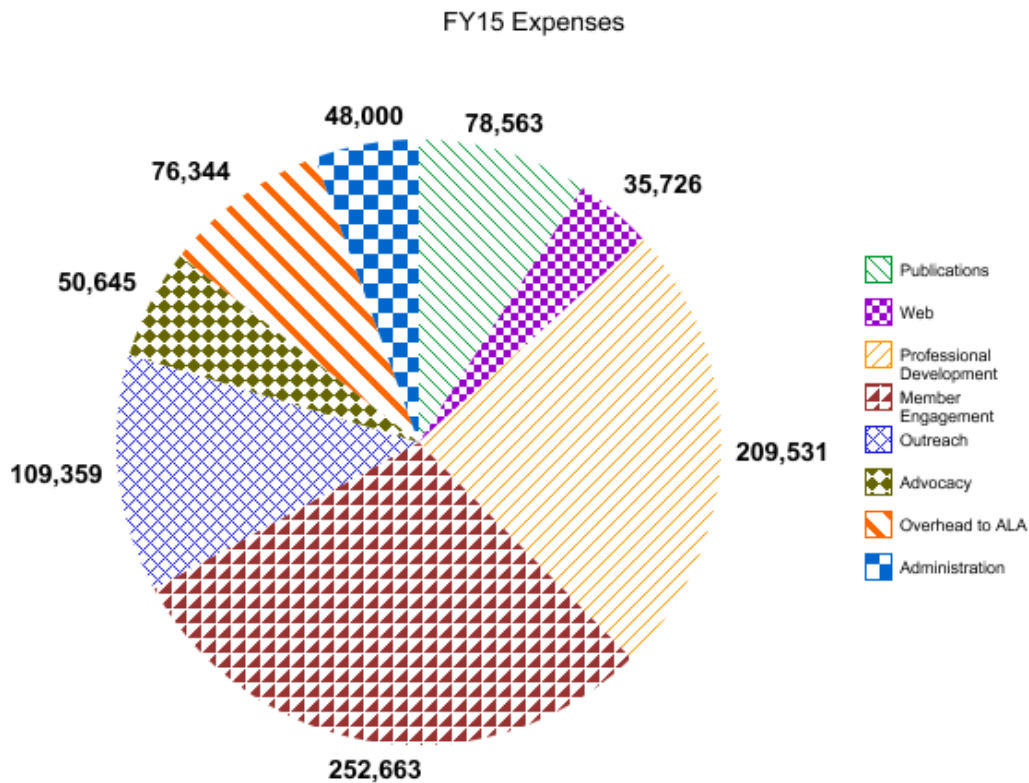
**Advertising\* (\$22,261):** ads in *YALS*, symposium program, and *YALSA E-News*

\*YALSA’s only taxable income

What’s missing from this picture? It is worth noting that YALSA receives no federal funding (unless a grant is received from a federal agency) and no financial support from ALA. However, in return for paying overhead for certain services, 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 2015 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 \$78,563
  - YALS (free with membership): \$40,766
  - YALSA E-News (free with membership & members' only benefit): \$6,008
  - JRLYA (freely available online to anyone): \$6,525
  - Book length publications: \$16,854
  - Curriculum Kits \$1,910
  - Blogs \$6,500
- Web site & social media \$35,726
  - Web site maintenance \$10,013
  - Support for e-resources (wikis, blogs, listservs, social media, etc.): \$5,713
  - Teen Programming HQ development & launch: \$20,000
- Professional Development \$209,531
  - E-courses, \$14,176
  - Webinars (free to members for on-demand), \$15,837
  - Mentoring Program (for members only) \$7,625
  - National Guidelines \$5,625
  - Licensed Institutes, \$9,641
  - YA Services Symposium, \$123,697
  - Conference activities, \$27,930
  - Badges, \$5,000
- Members' Only Engagement opportunities \$252,663
  - Committees: \$40,397
  - Governance: \$40,921
  - Grants, Awards, Stipends: \$161,577
  - Member support & consulting services: \$9,768
- Outreach & Awareness Raising \$109,359
  - Teen Read Week: \$19,730
  - Teen Tech Week: \$17,695
  - Exhibiting at state conferences: \$47,499
  - iPhone app: \$4,000
  - Marketing/PR: \$20,435
- Advocacy \$50,645
  - Legislative Day: \$10,500
  - District Days: \$9,263
  - Issue briefs + resources: \$9,263
  - Congress & Congressional Staff outreach: \$12,356
  - Research: \$9,263
- Overhead to ALA (for services such as HR, IT, legal, grant administration): \$76,344
- Administration: \$48,000

### **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:

- Anna Lam: book length publications, *JRLYA*, *YALS*, YALSA E-News, web site, blogs, wikis, PR/media relations
- Niharica Deb: summer reading, Teen Read Week™, Teens' Top Ten
- Nichole O'Connor: book and media awards, selected lists, events, conferences
- VACANT: 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 2016 - 2017

- June 16, webinar on content creation tools, [www.ala.org/yalsa/webinars](http://www.ala.org/yalsa/webinars)
- June 24 – 27, ALA Annual Conference, <http://tinyurl.com/YALSAan16>
- July 1 – Oct. 1, Committee Volunteer form open for selection committees that start work 2/1/17, [www.ala.org/yalsa/aboutyalsa/yalsahandbook#form](http://www.ala.org/yalsa/aboutyalsa/yalsahandbook#form)
- July 11 – Aug. 8, e-course, “Beyond Booklists: Serving Today’s Diverse Teens,” [www.ala.org/yalsa/onlinelearning/info](http://www.ala.org/yalsa/onlinelearning/info)
- July 21, webinar on outreach to teens who aren’t regular library users, [www.ala.org/yalsa/webinars](http://www.ala.org/yalsa/webinars)
- 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. 1 – Sept. 4, District Days, [http://wikis.ala.org/yalsa/index.php/District\\_Days](http://wikis.ala.org/yalsa/index.php/District_Days)
- Aug. 10, Committee Volunteer form open for committees that start work 2/1/17, [www.ala.org/yalsa/aboutyalsa/yalsahandbook#form](http://www.ala.org/yalsa/aboutyalsa/yalsahandbook#form)
- Aug. 15, Teens’ Top Ten voting opens, [www.ala.org/yalsa/teenstopten](http://www.ala.org/yalsa/teenstopten)
- Aug. 17, Virtual Member Town Hall with YALSA President Sarah Hill, [www.ala.org/yalsa/workingwithyalsa/president/presidentspage](http://www.ala.org/yalsa/workingwithyalsa/president/presidentspage)
- Aug. 18, webinar on promoting teen mental health, [www.ala.org/yalsa/webinars](http://www.ala.org/yalsa/webinars)
- Sept. 15, webinar on school/public library partnerships, [www.ala.org/yalsa/webinars](http://www.ala.org/yalsa/webinars)
- Sept. 15, early bird registration ends for the YA Services Symposium, [www.ala.org/yalsa/yasymposium](http://www.ala.org/yalsa/yasymposium)
- Oct. 9 – 15, Teen Read Week, [www.ala.org/teenread](http://www.ala.org/teenread)
- Oct. 20, webinar on libraries and coding, [www.ala.org/yalsa/webinars](http://www.ala.org/yalsa/webinars)
- Oct. 24 – Nov. 20, e-course, Building Reflective Collections...Always Teens First, [www.ala.org/yalsa/onlinelearning/info](http://www.ala.org/yalsa/onlinelearning/info)
- Nov. 1, 2017 Teen Tech Week site goes live, [www.ala.org/teentechweek](http://www.ala.org/teentechweek)
- Nov. 4 – 6, YA Services Symposium in Pittsburgh, PA, [www.ala.org/yalsa/yasymposium](http://www.ala.org/yalsa/yasymposium)

- Nov. 16, Virtual Member Town Hall with YALSA President Sarah Hill, [www.ala.org/yalsa/workingwithyalsa/president/presidentspage](http://www.ala.org/yalsa/workingwithyalsa/president/presidentspage)
- Dec. 1, deadline to apply for most of YALSA's member grants & awards, [www.ala.org/yalsa/awardsandgrants/yalsaawardsgrants](http://www.ala.org/yalsa/awardsandgrants/yalsaawardsgrants)
- Dec. – Feb. 1, Committee Volunteer form open for committees that start work 7/1/17, [www.ala.org/yalsa/aboutyalsa/yalsahandbook#form](http://www.ala.org/yalsa/aboutyalsa/yalsahandbook#form)
- Jan. 20 – 23, ALA Midwinter Meeting in Atlanta, <http://tinyurl.com/YALSAmw17>
- Feb. 1, deadline to submit a volunteer form for strategic committees that begin work 7/1/15, [www.ala.org/yalsa/aboutyalsa/yalsahandbook#form](http://www.ala.org/yalsa/aboutyalsa/yalsahandbook#form)
- March 5 – 11, Teen Tech Week™, [www.ala.org/teentechweek](http://www.ala.org/teentechweek)
- June 26 – 30, ALA Annual Conference in Chicago
- Nov. 2 – 4, YA Services Symposium in Louisville, KY, [www.ala.org/yalsa/yasymposium](http://www.ala.org/yalsa/yasymposium)

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

### Quick Links to YALSA Online

Teen Programming HQ: <http://hq.yalsa.net/index.html> (online community to share YA programs)

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

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 live and on demand/archived webinars are free to members!)

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

Free downloadable bookmarks, spine labels, etc.: [www.ala.org/yalsa/best](http://www.ala.org/yalsa/best)

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

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 27, 2016*