

**YALSA Board of Directors
 Virtual Winter Board Meeting
 January 15, 2022**

Topic: Membership Report

YALSA August Monthly Membership Statistics*

Overall	2021	2020
Personal	3,239	3,537
Organizational	193	217
Corporate	15	15
TOTAL	3,447	3,779

Personal	2021	2020
Renew	201	180
New	90	56
Reinstate	38	18
Drop	91	125

ALA August Monthly Membership Statistics

Overall	2021	2020
Personal	44,567	48,916
Organizational	5,028	5,116
Corporate	132	137
TOTAL	49,727	54,169

Personal	2021	2020
Renew	2,466	1,949
New	652	460
Reinstate	393	155
Drop	816	1,195

Recruitment/Retention

- ◆ YALSA staff will send welcome emails to new members, highlighting how to make the most of YALSA membership, i.e., variety of ways to participate at various commitment levels.
- ◆ Market the different membership categories and discounts, as well as the different payment options to new and returning members

- ◆ Respond promptly and courteously to members who contact the YALSA office.
- ◆ Individuals who apply to serve on a YALSA committee, but that are not a YALSA member, or their membership has lapsed, are contacted personally. We are encouraging them to join/re-join YALSA.
- ◆ Three thousand emails were sent to lapsed members and to members that do not belong to a division highlighting the perks of being a YALSA member. We won't know the result of the email until Spring.
- ◆ We are in the beginning stages of working with ALA in piloting a Division and Round Table campaign with YALSA and RRT.
 - We will highlight that joining YALSA is a great way to enhance YALSA /RRT experience, expand their network and connect with colleagues.

Miscellaneous

- ◆ Worked with President and President-elect with committee appointments
- ◆ Worked with the Executive Director finalizing 2022 YALSA slate
- ◆ Worked with the Executive Director and ALA Accounting - processing YALSA reimbursements
- ◆ Represented YALSA in the ALA Virtual Member Volunteer Fair

*Latest membership report