

**Fall Executive Committee Meeting
October 26-27, 2012, Chicago**

Topic: Members' Engagement Ideas

Background: On August 2, 2012 Jack Martin hosted his first quarterly e-chat with members via Adobe Connect to talk about how YALSA and its members can connect, create & collaborate to support members and library services to teens. The participants shared some ideas about how YALSA might better serve and engage its members, which are provided below. The committee may want to discuss which of these ideas are most closely aligned with the Member Recruitment & Engagement goal in YALSA's Strategic Plan.

Action Required: Discussion

Ideas shared by the participants

- Want a way to share success stories and ideas, including
 - Marketing success stories
 - New ideas for summer reading
 - What's new in teen pop culture
- Bring back the road trip
- Sponsor face to face regional meet-ups
- Hold more joint programs at Annual with ALSC
- Provide a way to find other YALSA members w/ similar interests &/or who are in your region
- Create regional Facebook groups
- Create a YALSA presence on Goodreads
- Develop a programming database
 - One that uses tags like, "good for big groups," "inexpensive," etc.
- Do outreach to teachers to remind them to utilize their local librarians and libraries (incl. when developing reading lists)
- Host sponsored chats on Twitter
- Sponsor "brag, borrow or copy" events

Additional Resources

- Engagement Pyramid, <http://groundwire.org/blog/groundwire-engagement-pyramid>
- Higher Logic, online community software for associations, www.higherlogic.com/HOME/
- YALSA Road Trip information, www.ala.org/yalsa/getinvolved/recruitment/roadtrip
- YALSA's Strategic Plan, www.ala.org/yalsa/aboutyalsa/strategicplan