

**Spring Executive Committee Meeting  
April 17, 2015, via Conference Call**

**Topic:** Targeted Member Recruitment & Engagement

**Background:** As a part of recent discussions about strategic planning, the Futures Report, the audience YALSA serves, and, and the association’s impact statement, the topic of member recruitment was raised. In order to support the work being done in these areas it’s important that YALSA continue to investigate how to recruit members to support the futures work the association will be focused on. The Executive Committee will want to discuss options for targeted member recruitment. Linda Braun has submitted the information below for the committee’s consideration.

**Action Required:** Discussion

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YALSA’s membership has been fairly steady over the past several years and the Board and staff have worked to connect with members and potential members in numerous ways including:

- Welcome notes to new members
- Thank you notes to members to volunteer for various YALSA projects
- Participation in local, state, regional, and library national conferences
- Participation in local, state, and national youth development conferences

Each of these provides YALSA with an opportunity to keep in touch with and connect for the first time with people in the field. However, the association continues to seek out ways to expand membership, not just in order to expand membership numbers but to also bring in skills and knowledge to the association that will support the direction required by the Futures Report. There are several ways YALSA may work towards achieving this type of expansion:

- Targeting members of organizations that are in fields related to librarianship and teen services and/or attendees at conferences that draw in those who would be interested in the work of YALSA. This might include attendees at conferences like DML or the NEXT conference and/or members of the International Society for Technology in Education or the Afterschool Alliance.
- Creating opportunities for those with interests related to the work of YALSA that go beyond what is traditionally available today. For example, currently the Association has only a few committees and task forces that have a broad scope - the Futures Task Force and Teen Tech Week are two examples as is the new Advocate’s Panel. YALSA may want to explore re-invigorating the Interest Group concept with an expanded audience in mind. The association might create a community engagement interest group that brings in library staff and those working with youth in employment programs, Boys and Girls Clubs, and so on. Another potential interest group would be one that focuses on STEM and looks at bringing in

members from a variety of fields and backgrounds that support STEM learning in informal learning environments.

- Asking Board members to liaise with specific organizations that have similar interests as YALSA. For example, Board members might be asked to make and sustain connections with a state, regional, or national organization that focuses on youth workforce development. These targeted connections would help to inform organization staff what YALSA is all about and also provide opportunities to bring leadership from these groups into YALSA programs, meetings, and perhaps membership.
- Making sure that partners that YALSA staff and Board members already work with understand that their staff and members are welcome to join the association. This might be achieved through one-on-one conversation and also targeted campaigns with opportunities to join as a part of a larger effort to participate in YALSA initiatives.

### **Questions to Consider**

- What exactly are we looking for within our expanded membership: skills, interests, knowledge, etc.?
- What is YALSA's capacity - fiscal and human - to perform this targeted membership recruitment?
- How does the recruitment and engagement effort align with the Futures Report, the intended impact statement, association outcomes, and the strategic plan that is in the works?
- What are our outcomes for this recruitment and engagement effort and how do we assess and determine success?

### **Additional Resources**

#### **Building a Stronger YALSA**

[http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/StrongerYALSA\\_spring14.pdf](http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/StrongerYALSA_spring14.pdf)

This Executive Committee Document from Spring 2014 provides some additional background and points to consider.

#### **Targeted Recruitment of 4-H Volunteers Involves Understanding Who Currently Volunteers and Why**

<http://www.joe.org/joe/2004august/a6.php>

The information on who volunteers and why could be useful to us as we consider this topic and the skills and interests we want to bring in.