

**YALSA Board of Directors
Annual Conference 2021, Virtual
June 26, 2021**

Topic: Membership Report

Action Required: Discussion

Membership Statistics

- ◆ Official YALSA membership numbers for January 2021:
 - **3,712**
- ◆ No official YALSA membership report since January 2021. Below are informal membership statistics for YALSA*
 - February 2021 – **3,655**
 - March 2021 – **3,629**
 - April 2021– **3,625**

**The above are informal numbers to use for your business planning purposes and note that there is a projected margin of error of approximately 2%*

Retention

- ◆ Board Members sent a message via email to YALSA volunteers, thanking them for the work they do with teens and for their support of YALSA during volunteer week.
- ◆ All efforts are made to respond promptly and courteously to members who contact the YALSA office within 24 hours.
- ◆ Individuals that are not YALSA members but apply for YALSA grants are personally contacted encouraging them to join and outlining the benefits of being a YALSA member.
- ◆ Marketing the different membership categories and discounts, as well as the different payment options continues to be a priority.

Recruitment

- ◆ Because of COVID 19 – YALSA did not participate in any State Conferences.
- ◆ Recruitment email sent to lapsed YALSA members, dropped membership January 2015 to January 2021 (4,210 members) outlining new benefits.
 - Complimentary MasterClass Annual Subscription valued at \$159.
 - Exclusive train the trainer opportunity with IBM's new and completely digital learning platform, Open P-TECH

Miscellaneous

- ◆ Worked with President and President-elect with committee appointments.
- ◆ Worked with the Executive Director finalizing 2021 YALSA slate.

- ◆ Worked with Executive Director finalizing Board Orientation documents to new Board Members.
- ◆ Worked with the Executive Director and ALA Accounting processing YALSA reimbursements.
- ◆ Was a participant for YALSA'S s Strategic Planning Taskforce