

**YALSA Board of Directors Meeting
 ALA Midwinter Meeting, Boston
 January 8 - 12, 2016**

Topic: Membership Report

Background: YALSA’s Membership Marketing Specialist, Letitia Smith, has provided a membership retention and recruitment report for the first quarter of FY16. Member recruitment and engagement is one of five goals in YALSA’s strategic plan.

Action Required: Information

Membership Statistics

Total YALSA membership as of November, 2015: **5,181**

	November, 2015	November, 2014	% change
Personal	4,873	4,910	0.20%
Organizational	264	277	-4.33%
Corporate	16	16	0.00%
Total	5,181	5,203	0.42%

Overlap with other Divisions:

Division	Number of YALSA members who are also members of other Divisions	
	November, 2015	November, 2014
AASL	1,624	1,639
ACRL	243	269
ALCTS	217	218
ALSC	1,537	1,537
ASCLA	150	168
LITA	304	305
LLAMA	360	361
PLA	1,063	1,058
RUSA	341	349

Retention

- ◆ Over the past five years we have enhanced our welcome message to new members through emails that promote YALSA’s vast resources. The Board follows with a personalized note that reinforces the welcome. These efforts continue to receive positive feedback.
 - The welcome email highlights how to fully benefit from a YALSA membership depending on the commitment levels.
- ◆ In addition to the welcome email to the member, subsequent touchpoints entail:

- three months: remind the member of the YALSA perks and how to get involved
- six months: check in and find out how YALSA is working for the member
- nine months: thank them for being a YALSA member and remind them to renew their membership
- thank you email for renewing membership
- ◆ Respond to membership queries promptly by phone, email, and/or through social media.
- ◆ Have a weekly ‘Member Shout-Out’ in the e-news
- ◆ Recognize individuals on Twitter who promote YALSA resources via a “Tweep of the Week” effort
- ◆ Work with the DMP Committee to send out anniversary cards to members who are having a 5, 10, 15, etc. year anniversary with YALSA
- ◆ In December sent an email thanking all YALSA members for their membership. To show our appreciation for continued membership they received the 2015 Reads 4 Teens digital download. It contains 37 themed reading lists and 8 bookmarks, ready to download copy and distribute.

Recruitment

- ◆ Sent recruitment packets to individuals that would be a great fit for YALSA because of the amazing work they did on the DPL Teen Asset Mapping report.
- ◆ When Exhibiting at conferences, collected business cards of attendees that were interested in joining YALSA then sent recruitment packets after the event

Outreach – recruitment and retention

- ◆ In 2015 YALSA staffed booths at the National Summer Learning Association, MnLA, ARSL, BCALA, Pacific Northwest Library Association, NJSLA, REFORMA, OLC, National Afterschool Association Convention, and MLA (Michigan) Youth Services Institute. YALSA materials were distributed and we also made efforts to engage attendees in conversations, heightening awareness and visibility of YALSA and its resources with attendees. The conferences were generally well attended. Attendees make a point of thanking us for being at the Conference.
- ◆ A full page ad was taken out in the OLA Annual Conference Book
- ◆ YALSA will definitely have a presence at the following conferences in 2016: Beyond School Hours, ARSL and NAA, the youth services institute for ILA, and Alaska Library Association. We are looking into exhibiting/presenting at conferences that have not been represented by YALSA; one example: AILA conference.

Upcoming Recruitment Initiatives

- ◆ Send a recruitment email to the 50 state representatives outlining the perks of being a YALSA member.
- ◆ Work with ALSC to recruit members our goal in 2016:
 - recruit student members by creating a space for jobs/career advice/discussion
 - use space for promoting ALSC/YALSA membership benefits
 - increase student membership by 10%

Additional Resources

- ◆ Join Us web page: www.ala.org/yalsa/join
- ◆ State Conference wiki page:
http://wikis.ala.org/yalsa/index.php/YALSA_at_State_%26_Regional_Conferences