

**YALSA Board of Directors Meeting
 ALA Midwinter Meeting, Atlanta
 January 20 - 24, 2017**

Topic: Membership Report

Background: YALSA’s Membership Marketing Specialist, Letitia Smith, has provided a membership retention and recruitment report for the first quarter of FY17. Diversifying the membership is a key priority in YALSA’s Organizational Plan.

Action Required: Information

Membership Statistics

Total YALSA membership as of November, 2016: **4,926**

	November, 2016	November, 2015	% change
Personal	4,646	4,900	-5.18%
Organizational	264	265	-0.38%
Corporate	16	16	0.00%
Total	4,926	5,181	-4.92%

Overlap with other Divisions:

Division	Number of YALSA members who are also members of other Divisions*	
	November, 2016	November, 2015
AASL	1,495	1,624
ACRL	227	243
ALCTS	212	217
ALSC	1,500	1,537
ASCLA	159	150
LITA	227	304
LLAMA	367	360
PLA	1,010	1,063
RUSA	328	341

*2016 Membership exclusive to YALSA 1351

*2015 Membership exclusive to YALSA 1505

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
- ◆ Send birthday cards to past YALSA presidents
- ◆ All YALSA members who attended the 2016 YA Symposium in November received a YALSA pin as a ‘thank you’ for being a member

Recruitment Efforts in early FY17

- ◆ Letters were mailed to YALSA Board members and twenty YALSA members asking to recommend five people who would be interested in joining YALSA
- ◆ Emails were sent to faculty asking that they recommend YALSA to their students. The email highlighted that ‘a YALSA membership insures students are fully prepared for success in the future’
- ◆ When at exhibiting at conferences, set goals for recruiting new members (based on conference size) to join/renew their YALSA membership. We had five people join/renew
- ◆ Work with DMP Committee to send a monthly message to selected groups/listservs/etc. highlighting ‘what’s new, what’s next in YALSA’ and encouraging people to join YALSA

Upcoming Recruitment Efforts

- ◆ Send a recruitment packets to corporate members. We will follow-up with an email.
- ◆ Work with AASL and ALSC to recruit members; we will be sharing the membership booth at 2017 Annual Conference
- ◆ Send recruitment message to 2016 YA Symposium attendees who aren’t members
- ◆ Work with graduate school faculty, especially those at institutions with the most diverse student populations, to recruit student members

Outreach – recruitment and retention

- ◆ Part of our strategic plan is to leverage relationships with state and regional associations to promote the transformation of teen library services. The goal in the strategic plan is in 2018 for YALSA to have a presence at a minimum of 10 state or regional conferences per year. We achieved that in 2016, we had a presence at thirteen conferences: Alaska Library Association, Beyond School Hours, Illinois Youth Services Institute, Public Library Association, California Library Association Youth Services Institute, IFLA, Kentucky Library Association/Kentucky Association of School Librarians, Idaho Library Association, Association of Tribal Archives Libraries and Museums, Florida Association for Media in

Education, National Summer Learning Association Conference, Association of Rural & Small Library Conference and Maine Library Association Conference.

- ◆ YALSA materials were also distributed at the 2016 COSLA Conference
- ◆ Efforts are made to engage attendees in conversations, heightening awareness and visibility of YALSA and its resources. The conferences were generally well attended and attendees make a point of thanking us for being at the Conference.
- ◆ The 2017 goal is to attend conferences where we have not exhibited within the last 5 – 10 years

Other

- ◆ ALA has launched a new back-end to the web site that is supposed to make joining and renewing a simpler, quicker process

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