

2011 - 2012 Executive Director's Report to the Membership

This document is meant to be a companion to the annual President's Report, which focuses on programmatic accomplishments during the year. Both the Executive Director's and the President's annual reports are posted in the Governance section of YALSA's web site www.ala.org/yalsa/aboutyalsa/annualreports/annual_reports. For additional information, please contact the YALSA office at 1.800.545.2433 x4390 or yalsa@ala.org. ALA also issues an Annual Report, which can be found at www.ala.org/aboutala/governance/annualreport11.

Membership Information

- YALSA is ranked 4th in size out of the 11 ALA Divisions. Our total membership for May was 5,228, which is a 3.7% loss over this time last year.
 - 2% are other (retirees, friends, etc.)
 - 11% are academics
 - 24% are students
 - 26% are school librarians
 - 37% are public librarians
- 736 members pre-registered for the 2012 Annual Conference (compared to 850 last year)
- 1,112 members voted in the last YALSA election (compared to 899 last year)
- About 350 members currently serve on YALSA's 66 committees, juries and taskforces

10 states with the most members

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|---------------|------------------|
| 1. New York | 6. Pennsylvania |
| 2. California | 7. New Jersey |
| 3. Illinois | 8. Virginia |
| 4. Texas | 9. Massachusetts |
| 5. Ohio | 10. Maryland |

10 states with the least members

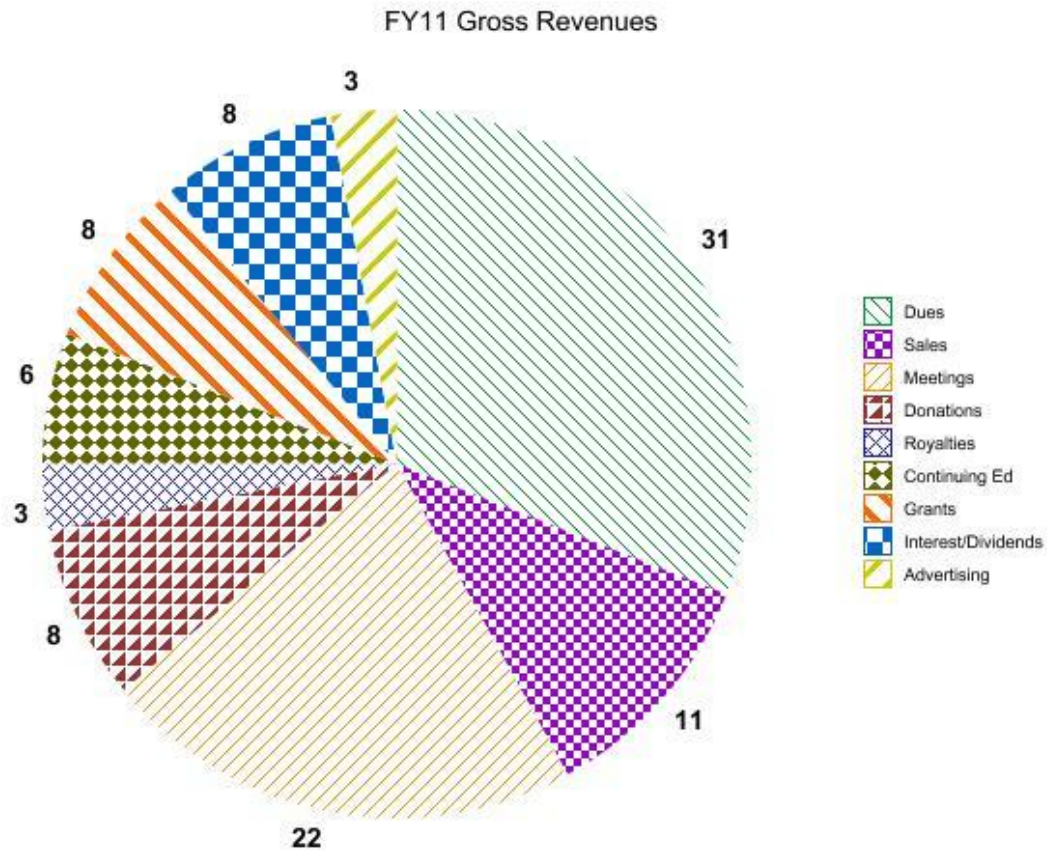
41. Alaska & Hawaii
42. Delaware
43. Wyoming
44. Vermont
45. West Virginia
46. Idaho & Montana
47. North Dakota
48. South Dakota

YALSA Fiscal Snapshot

YALSA is part of ALA, which is a 501(c)3 organization. YALSA’s Board of Directors works hard to make sure the organization is fiscally healthy and has adequate funds to deliver key members services.

Funding Sources in the 2011 Fiscal Year

Where does YALSA get the revenue to support the array of services, programs and resources it delivers to members and the library community?



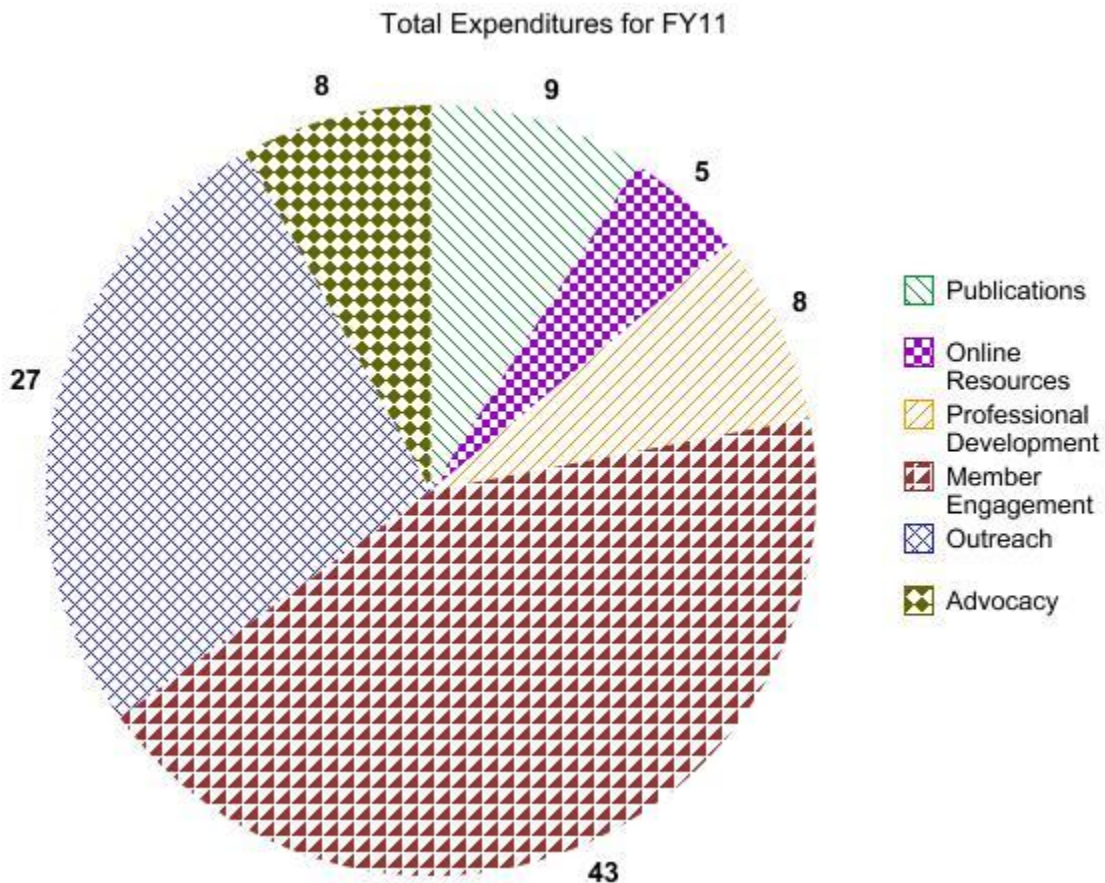
- Dues (31%): student, retiree, regular, organizational, corporate, and lifetime memberships for approximately 5,300 members
- Events (22%): ticketed events at Midwinter, Annual and the YA Lit Symposium as well as registration for the YA Lit Symposium
- Sales (11%): bulk award seals, advertising for periodicals and self published books
- Donations (8%): individual donations to Friends of YALSA and the Leadership Endowment, grants and corporate sponsorships
- Interest/Dividends (8%): from the Morris and Leadership Endowments

- Grants (8%): from the Dollar General Literacy Foundation to support Teen Read Week and summer reading mini grants and training for members
- Continuing Education (6%): includes regional licensed institutes, e-courses and webinars
- Royalties (3%): from books published with Neal-Schuman and ALA Editions, as well as all products sold through ALA Graphics
- Advertising (3%): ads placed in *YALS* and *YALSA E-News*

What’s missing from this picture? It is worth noting that YALSA receives no federal funding and no financial support from ALA. However, YALSA receives support from ALA via services it provides to the Division, including HR, office space, IT, legal services, member database hosting and more.

Support for Members in the 2011 Fiscal Year

As part of a 501(c)3, YALSA must use the funds it takes in to directly support its mission. Here is how YALSA revenues were used to support members:



- Publications \$63,906
 - *YALS* (free with membership): 51,776
 - *YALSA E-News* (free with membership & members’ only benefit): 6,319
 - *JRLYA* (freely available online to anyone): 5,811

- Web site & social media (freely available online to anyone) \$34,026
 - Web site redesign \$10,000
 - Web site maintenance \$12,013
 - Support for e-resources (wikis, blogs, listservs, social media, etc.): 12,013
- Professional Development \$59,249
 - Webinars (member rate for live, free to members for on-demand), 20,649
 - YALSA Academy (free for anyone) 15,300
 - Mentoring Program (for members only) 15,300
 - National Guidelines \$8,000
- Engagement opportunities (free for members only) \$309,307
 - Committees: 86,957
 - Governance: 56,091
 - Grants, Awards, Stipends: 90,000
 - Conference activities: 69,159
 - Member support & consulting services: \$7,100
- Outreach & Awareness Raising (for anyone) \$190,520
 - Teen Read Week: \$69,273
 - Teen Tech Week: \$17,772
 - Exhibiting at state conferences: 30,040
 - iPhone app: \$13,000
 - Summer reading resources, training & grants: \$40,000
 - Marketing/PR: 20,435
- Advocacy (for anyone) \$57,240
 - Legislative Day: 23,621
 - District Days: 7,873
 - Issue briefs + resources: 7,873
 - Congress & Congressional Staff outreach: 7,873
 - Research \$10,000

YALSA Office & Staff

- The office is open from 8:30am to 5:30pm (central) Mon. through Fri.
 - We're happy to answer any questions you have about your membership, the association, or YA services. Call or email whenever it's convenient for you. You are welcome to call after hours and leave a message. We'll do our best to get back to you w/in 24 hours.
- Staff:
- Eve Gaus: anything related to continuing education, including e-courses, licensed institutes, mentoring, the YALSA Academy, badges for lifelong learning and webinars
 - Letitia Smith: contact information, committee rosters and concerns, exhibiting at state and regional conferences, general questions about membership and the association, member grants and awards
 - Nichole Gilbert: book and media awards, selected lists, events, conferences
 - Stephanie Kuenn: publications, YALS, YALSA E-News, web site, blogs, wikis, PR/media relations

- Beth Yoke: grants, partnerships, corporate sponsors, budgeting, policies, procedures, governance liaison (Board, committees, etc), legislative advocacy
- We're happy to provide members with brochures and YALSA swag if you're presenting or hosting a meeting somewhere. We have a short URL where you can access these handouts online: www.ala.org/yalsa/handouts

Upcoming Events & Activities for 2012 - 2013

- July 2, [Making the Match: Finding the Right Book for the Right Teen at the Right Time](#). This six week course runs through Aug. 13
- July 31, registration closes for the WrestleMania Reading Challenge www.ala.org/wrestlemania
- Aug. 15 online vote for Teens' Top Ten opens www.ala.org/teenstopten
- Sept. 1- 30, bundled registration open for ALA's 2013 Midwinter Meeting & Annual Conference
- Sept. 15, registration closes for Teen Read Week, www.ala.org/teenread & vote closes for Teens' Top Ten
- Sept. 16, advance registration closes for YA Lit Symposium, www.ala.org/yalitsymposium
- Sept. 30, deadline to submit a Selection Committee Volunteer form <http://yalsa.ala.org/forms/selectionvolunteer.php>
- Oct. 14 – 20, Teen Read Week is celebrated with "It Came from the Library" theme, www.ala.org/teenread
- Nov. 2 – 4, Young Adult Literature Symposium in St. Louis, MO, www.ala.org/yalitsymposium
- Week of Dec. 3, finalists for 2013 Morris & Nonfiction Awards announced
- January 25 – 29 ALA Midwinter Meeting in Seattle
- March 10 – 16, Teen Tech Week, www.ala.org/teentechweek
- April 11, Celebrate Teen Literature Day (Teens' Top Ten nominees announced, TRW web site goes live)
- June 27 – July 2, ALA Annual Conference in Chicago

For the latest events and information, visit YALSA's Google Calendar at <http://bit.ly/xBkGLR>

Quick Links to YALSA Online

YALSAblog: <http://yalsa.ala.org/blog> (blog about serving teens in libraries)

The Hub: <http://yalsa.ala.org/thehub> (blog about all things YA lit)

ALA Connect: <http://connect.ala.org/> (ALA's social networking site)

YALSA on Facebook: <http://www.facebook.com/yalsa>

YALSA on Twitter: <http://www.twitter.com/yalsa>

YALSA E-Learning: www.ala.org/yalsa/onlinelearning (don't forget that all on demand/archived webinars are free to members!)

Downloadable bookmarks, etc.: www.ala.org/yalsa/best

Journal on Research on Libraries & Young Adults: <http://yalsa.ala.org/jrlya>

Free downloadables to distribute: www.ala.org/yalsa/handouts

If you have questions about anything in this report, please don't hesitate to get in touch with me at byoke@ala.org or 800.545.2433 x4391. Also, we're here to serve you. If you have any ideas for new ways we can help members, please don't hesitate to get in touch with YALSA's President or me.

*Respectfully submitted,
Beth Yoke
June 19, 2012*