YALSA Board of Directors
ALA Annual Conference, Anaheim
June 22 – 26, 2012

Topic: DMP Committee Report on Establishing a Local Presence

Background: At the 2011 Annual Board meeting, the Board directed the Division and Membership Promotion Committee “to evaluate and prioritize the recommendations discussed by the Board at Annual and report back by Midwinter.” No report was submitted at the 2012 Midwinter Meeting, but Ritchie Momon, the chair, has provided some information below for the board’s consideration.

Action Required: Discussion

The Division and Membership Promotion committee was charged with exploring the topic of how YALSA could create a better local presence. In August I posed this question to the group and again in May with similar response.

All of the committee members thought it this would be wonderful to be able to see and identify other YALSA members in their regional and state conferences. What they felt would be needed to assist in accomplishing this goal is an online membership directory. This directory could be kept on the membership side of the YALSA home page where a login would be required. On that site it was suggested that the members name, home Library, Library city, and preferred email address be listed with the capability of sorting and or searching by any of the fields. Without this type of information many committee members felt that this type of ongoing communication would be impossible.

Note from staff: ALA’s IT department reports that a member matching feature has been on the Connect Roadmap since the beginning, but we’ve been unable to implement it to date due to competing priorities. Connect's budget has taken the same 10% hit that all ITTS projects have, and we have a full agenda for the rest of this year. Given current budget constraints, we hope to get to the member and group matching feature in calendar year 2013.

The topic of current social media was also suggested to accomplish this goal, but committee members brought up many drawbacks to the subject. The one on the top of the list was Facebook. The biggest drawback to that was that you can only have one account and most people use it for personal use only, and other social media software and databases would require them to create and remember another user name and password and many felt that it may not be checked often.
The last topic explored that was related to accomplishing this goal was to establish regional representatives. The representatives could monitor the announcements of state and local conferences in their area and assist in organizing small YALSA gathering events.

--respectfully submitted, Ritchie Momon

Additional Resources

• 2011 Annual Board doc on establishing a presence at the local level: http://bit.ly/Kj80TC (.pdf)