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

**Topic:** Membership Update

**Background:** Letitia Smith, YALSA’s Program Coordinator for Membership, has provided a membership retention and recruitment report for the first three quarters of FY12. Member recruitment and engagement is one of five goals in YALSA’s strategic plan.

**Action Required:** Information

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**Data**

Total YALSA membership as of April 30, 2012: 5,228

<table>
<thead>
<tr>
<th></th>
<th>April 2012</th>
<th>April 2011</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td>4,897</td>
<td>5,082</td>
<td>-3.64%</td>
</tr>
<tr>
<td>Organizational</td>
<td>320</td>
<td>336</td>
<td>-4.76%</td>
</tr>
<tr>
<td>Corporate</td>
<td>11</td>
<td>13</td>
<td>-15.38%</td>
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<tr>
<td>Total</td>
<td>5,228</td>
<td>5,431</td>
<td>-3.74%</td>
</tr>
</tbody>
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**Breakdown by general job area**

- 11% are academics
- 24% are students
- 26% are school librarians
- 37% are public librarians
- 2% are other (retirees, friends, etc.)

**10 states with the most members**

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

**Retention**
Promote the personal approach by sending welcome emails to new members; the Board then follows up with a personalized note. This approach has been well received.

- The welcome email highlights how to make the most YALSA membership; i.e. variety of ways to participate at a variety of commitment levels.

- Respond to membership emails with a phone call rather than by email.

- Promotion and Membership committee sends milestone anniversary cards to members on 5, 10, and 15-year anniversaries, and going forward in 5 year increments.

- During National Volunteer Week in April, board members sent notes along with swag to all YALSA committee members to thank them for their hard work and commitment for all they do for YALSA.

**Recruitment**

- **Email**: Recently we emailed correspondence to over 1,852 former YALSA members who dropped their membership within the last five years. The email highlighted new benefits; among those new benefits include the convenience of keeping in touch with YALSA through social media. This added incentive allows YALSA to attract our younger members. To date this initiative has been met with a 5% response rate.

- **Snail Mail**: YALSA partnered with ALA to send a mailing to 7,990 potential members at a cost of $2,000 to YALSA and netted a total of 231 new members.

- **Exhibiting**
  - Beyond School Hours: YALSA exhibited at the conference with YALSA President Sarah Flowers – we distributed 90% of YALSA materials. In contrast to the conference last year in Atlanta, there seemed to be greater awareness of the website and YALSA itself. It was not determined whether this was due to our heightened self-promotion or because of the locale of the conference.
  - PLA: Along with ALA and ALSC, YALSA staffed a booth and distributed YALSA materials with a reinforcing presence.
  - IRA Conference: YALSA had a booth at the conference that was in Chicago - our purpose was to heighten awareness of YALSA with teachers. Traffic at the YALSA booth was brisk.
  - State Library Association Conferences: included Connecticut, Tennessee and Virginia
  - USA Science and Engineering Festival: less about recruitment and more about raising awareness among the general public about YALSA resources

- **Email Address Collection**: in February YALSA began collecting email addresses of nonmembers who access the book award and list information on the web site. By the end of May YALSA had collected approximately 16,000 email addresses, some of which will be used for member recruitment

- **New Recruitment Initiatives**:
  - A mailing is scheduled for late June targeting 149 ALA Corporate members and 46 ALA members who are booksellers to encourage them to join.
  - In July YALSA will reach out to its approximately 300 members who are library school faculty and give them membership information to pass on to their students

**Promoting Annual to Members**
Ticketed events at the ALA Annual conference are typically a significant revenue source for YALSA.

♦ Over 350 flyers regarding Annual and containing information on YALSA activities were mailed to unregistered YALSA members who live within driving distance of Anaheim encouraging attendance. The local arrangements chair also received flyers for distribution. At this time the impact of this initiative is unknown.

♦ Preregistered YALSA members received an email blast encouraging them to sign up for preconferences and ticketed events

♦ All members received an email blast about AASL, ALSC and YALSA highlights at the conference and registration information

♦ Regular conference updates were posted in YALSA E-news

♦ The conference was promoted to members and beyond via blogging, Tweeting and posts to various listservs

**Surveys**

♦ The last general membership wide survey was implemented in the summer of 2008

♦ Smaller surveys have been implemented recently including the: *YALS* reader survey, school library members and the survey on social media use