

## 2012 - 2013 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](http://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](mailto:yalsa@ala.org). ALA also issues an Annual Report, which can be found at [www.ala.org/aboutala/annualreport12](http://www.ala.org/aboutala/annualreport12).

### Membership Information

- YALSA is ranked 4<sup>th</sup> in size out of the 11 ALA Divisions. Our total membership for May was 5,114, which is a 1.8% 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
- 873 members pre-registered for the 2013 Annual Conference (compared to 736 last year)
- 1,013 members voted in the last YALSA election (compared to 1,112 last year)
- About 400 members currently serve on YALSA's 70 committees, juries, advisory boards and taskforces

### 10 states with the most members

- |               |                  |
|---------------|------------------|
| 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



**Royalties (\$16,914):** includes books published with Neal-Schuman and ALA Editions, TRW

- *YALS* (free with membership): \$52,462
- *YALSA E-News* (free with membership & members' only benefit): \$7,668
- *JRLYA* (freely available online to anyone): \$3,773
- Book length publications: \$14,725
- Web site & social media \$15,703
  - Web site maintenance \$10,013
  - Support for e-resources (wikis, blogs, listservs, social media, etc.): \$5,713
- Professional Development \$105,797
  - E-courses, \$14,176
  - Webinars (free to members for on-demand), \$15,837
  - *YALSA Academy* \$3,625
  - Mentoring Program (for members only) \$7,625
  - National Guidelines \$5,625
  - Licensed Institutes, \$9,641
  - YA Literature Symposium, \$4,123
  - Conference activities: \$45,145
- Members' Only Engagement opportunities \$236,039
  - Committees: \$33,491
  - Governance: \$72,548
  - Grants, Awards, Stipends: \$130,000
  - Member support & consulting services: \$9,768
- Outreach & Awareness Raising \$77,532
  - Teen Read Week: \$26,226
  - Teen Tech Week: \$1,752
  - Exhibiting at state conferences: \$25,119
  - iPhone app: \$4,000
  - Marketing/PR: \$20,435
- Advocacy \$47,552
  - Legislative Day: \$10,500
  - District Days: \$9,263
  - Issue briefs + resources: \$9,263
  - Congress & Congressional Staff outreach: \$9,263
  - Research: \$9,263
- Overhead to ALA (for services such as HR, IT, legal): \$21,538

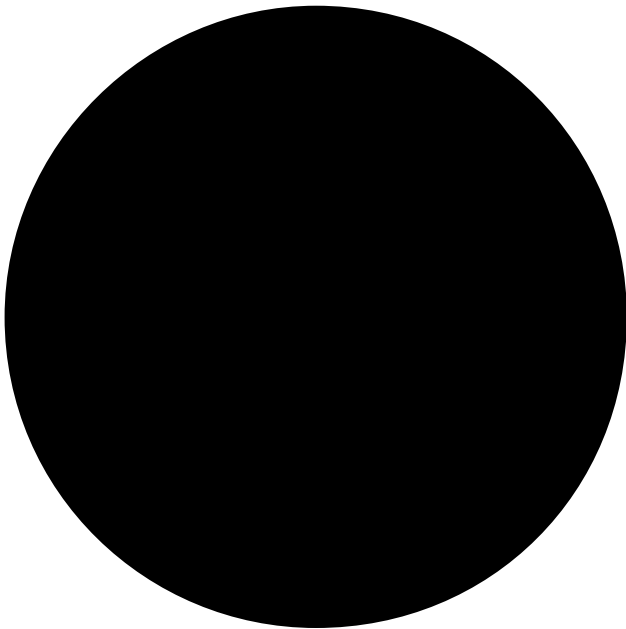
### **YALSA Office & Staff**

- 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:
- Jaclyn Finneke: book length publications, *JRLYA*, *YALS*, *YALSA E-News*, web site, blogs, wikis, PR/media relations
  - Anna Lam: summer reading, Teen Read Week , Teens' Top Ten
  - Nichole Gilbert: book and media awards, selected lists, events, conferences

- Nicole Gibby Munguia: 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
- 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](http://www.ala.org/yalsa/handouts)

### Upcoming Events & Activities for 2012 - 2013

- July 1, deadline to apply for Teen Read Week 56417( )-0.479431(a)4(o).53536(n)-0.956417(e)3.15789( )-0.4



- June 27 – July 1, ALA Annual Conference in Las Vegas

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)

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

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

YALSA E-Learning: [www.ala.org/yalsa/onlinelearning](http://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](http://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](http://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](mailto: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 hesi