

2011 - 2012 Executive Director's Report to the Membership

This document is meant to be a companion to the annual programmatic accomplishments during the year.

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

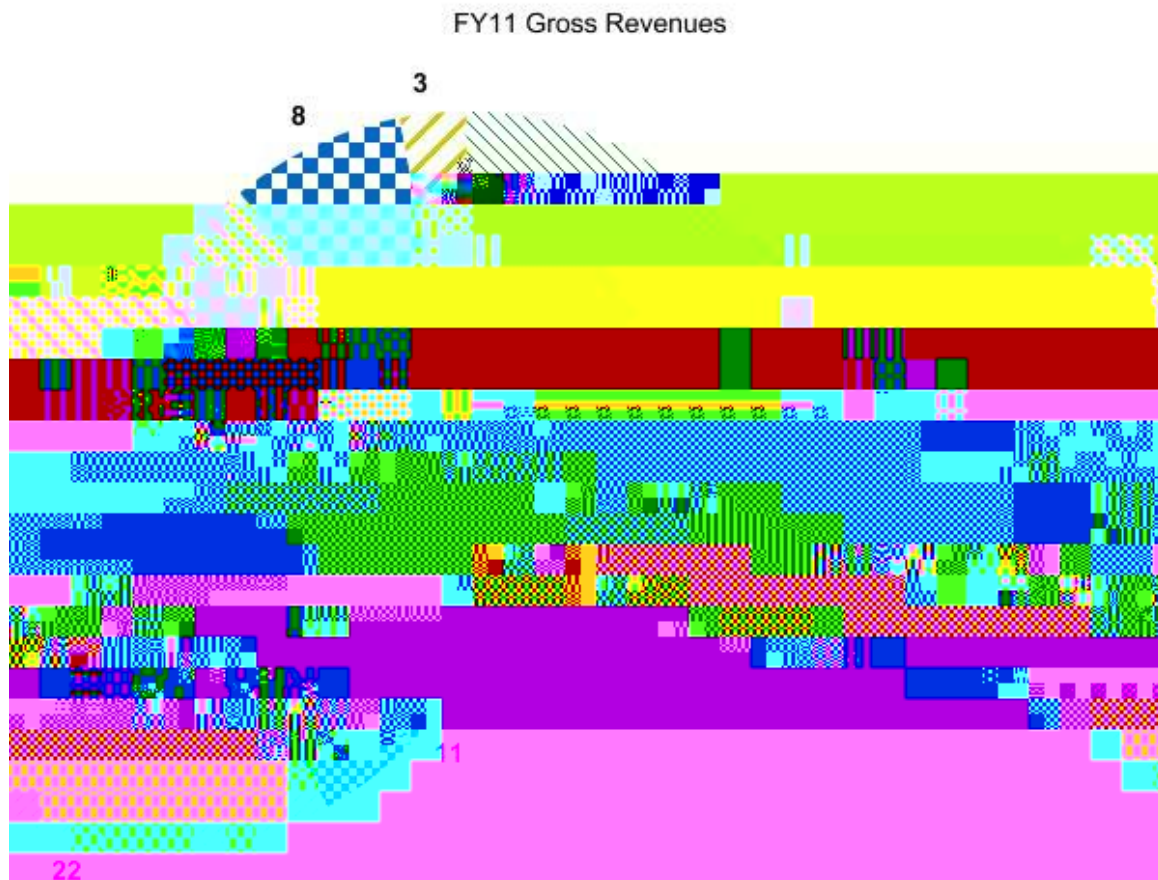
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YALSA Fiscal Snapshot

YALSA is part of ALA, which is a 501(c)3 organization. It is 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?



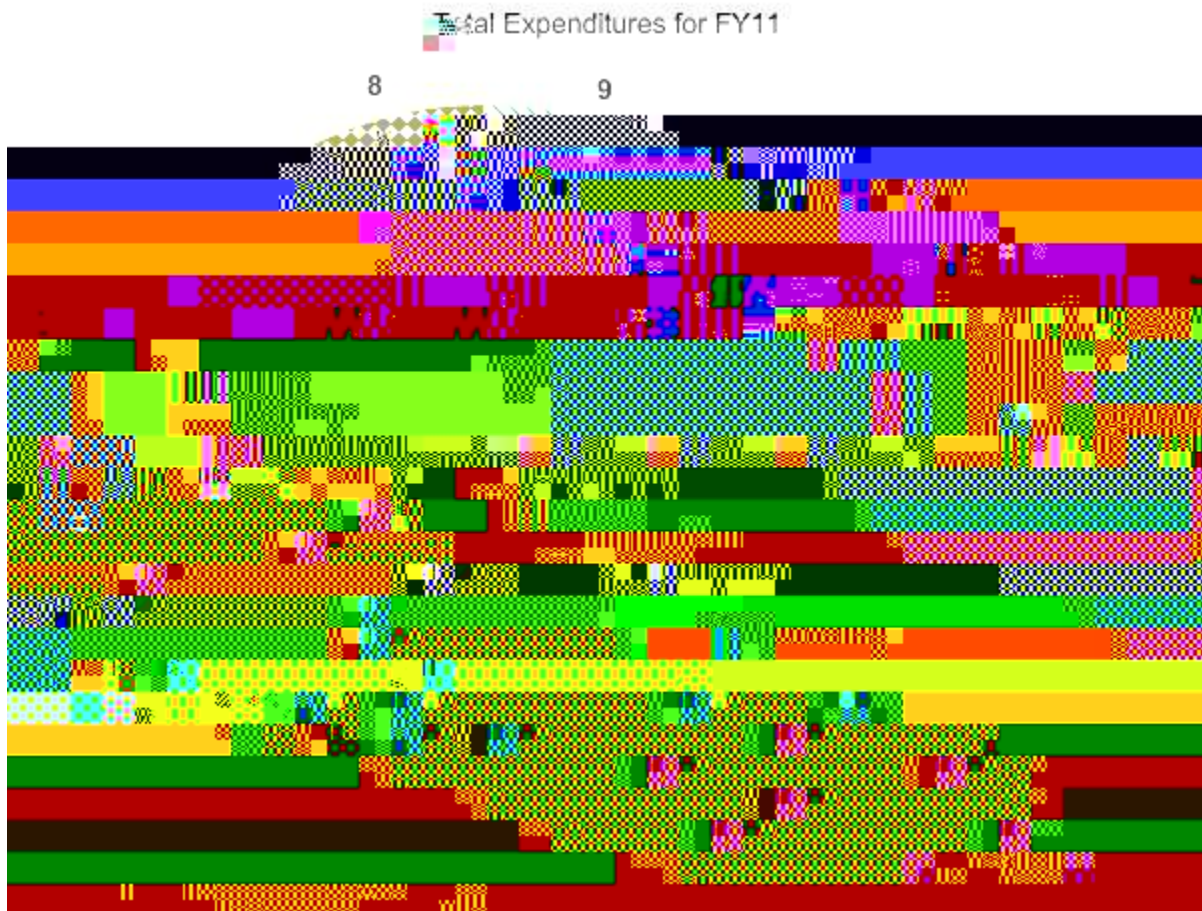
- Dues (31%): student, retiree, regular, organizational, corporate, and lifetime memberships for approximately 5,300 members
- Events (22%): ticketed events at Midwinter, Annual and the YA Lit Symposium as well as registration for the YA Lit Symposium
- Sales (11%): bulk award seals, advertising for periodicals and self published books
- Donations (8%): individual donations to Friends of YALSA and the Leadership Endowment, grants and caay 5,3

- 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*

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* : 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) 15,300 649

- Beth Yoke: grants, partnerships, corporate sponsors, budgeting, policies, procedures, governance liaison (Board, committees, etc), legislative advocacy
- members

If you have questions about anything
at byoke@ala.org or 800.545.2433 x4391.
for new ways we can help members
President or me.

get in touch with me
If you have any ideas

*Respectfully submitted,
Beth Yoke
June 19, 2012*