

Strategy: Continue to establish, support, coordinate, market and recruit participants into an array of opportunities for individual engagement, such as blogging, publishing, facilitating CE, leading discussion forums, mentoring and more.

During the strategic planning session with members at ALA Annual 2011, members were asked to share “up to 5 major weaknesses of YALSA, i.e., resources structures, programs, etc. that are important to the membership but are in need of improvement.” Among those listed were:

- Where to begin as a new person can be overwhelming
- Knowing about resources—how to find the lists, etc.—orient the new members—too many portals for info., i.e. website
- Member involvement—needs to be more than passive (e.g. surveys)
- Money—what is membership getting you? Where does your dues money go?
- More about teaching people/facilitating to collect data encouraging grassroots participation

And here’s what members said they’d personally like to be involved in:

- ! Member recruitment:
 - " reach out to library support staff and school aides, demonstrating to them the value of YALSA
 - " help with marketing efforts to new, lapsed, current or potential members
- ! Member engagement:
 - " Help make YALSA more meaningful/engaging to members who don’t actively participate or utilize resources we offer
- ! Marketing:
 - " promote YALSA & YALSA resources locally and at the state level
 - " be involved in both internal and external marketing
- ! Supporting the work of YALSA
 - " become more knowledgeable and involved on the process/organization side of YALSA
 - " serve as a committee member
 - " Book lists-compiling
- !

